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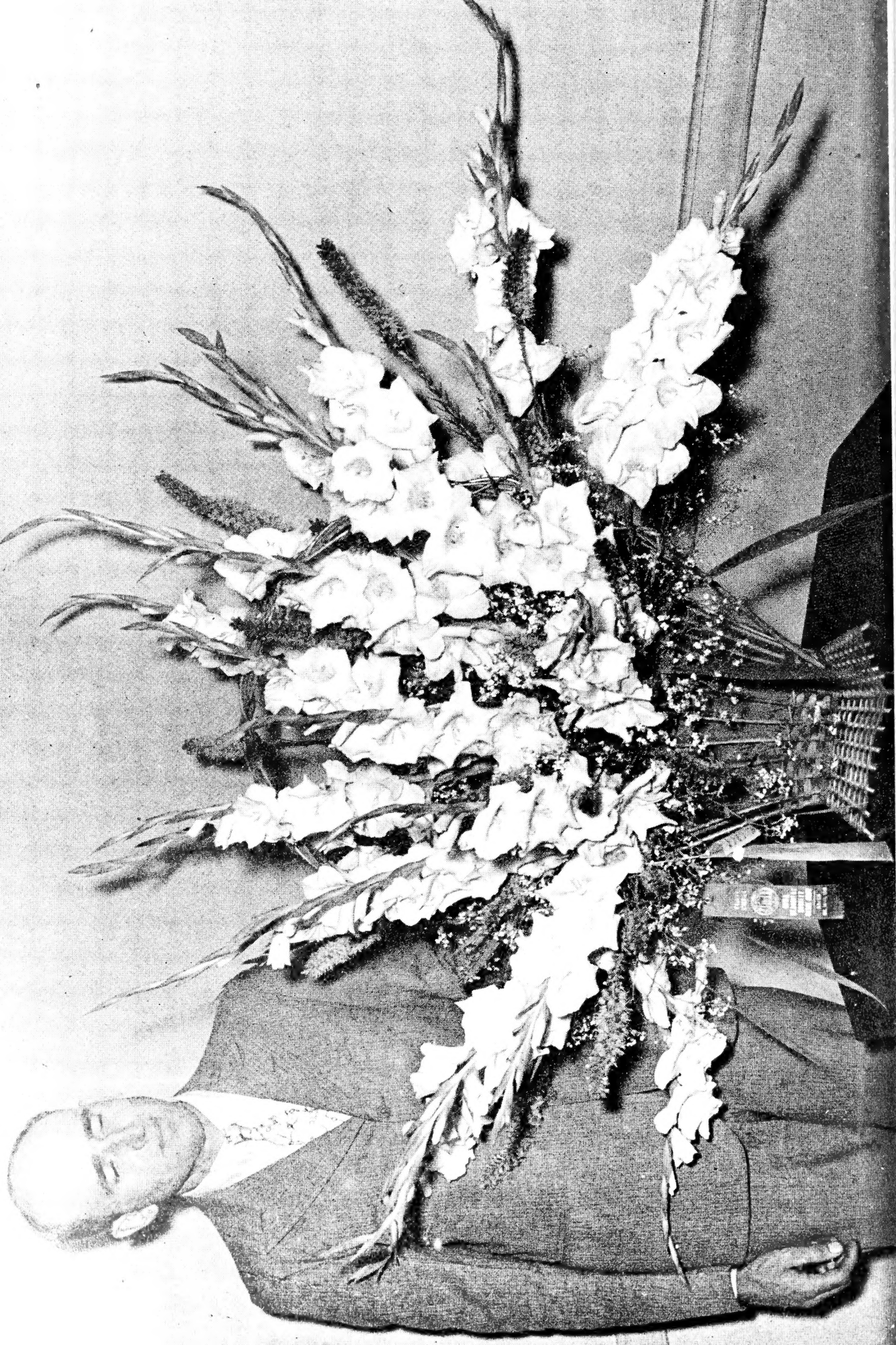


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1947 GLADIOLUS  
*Noweta Gardens*

ST. CHARLES, MINNESOTA

RECEIVED  
JAN 30 1947  
Agriculture





## Our 1947 Introductions


### BEAUTY'S BLUSH (Fischer)

(Margaret Beaton X Choice Seedlings)  
(268-42)

In Beauty's Blush we offer a euphony in color, rhythm and style. The name speaks of a cool, soft blushing pink that has lots of sparkle. Tall, stiff, wiry stems reveal the stalwart character of this lovely flower. Seven or eight flat, 5 inch, saucer like florets are precisely but neatly arranged on a tall 18 to 20 bud spike. Stands heat well. I have never seen a crooked or short spike. Beauty's Blush is a robust grower, distinctly disease resistant and precocious, blooming unusually well from small bulbs. Even from large bulbs it produces lots of big bulblets which germinate well. Opens well in water. We thought of calling it Summer's Delight, for it was just that from midseason until frost. A season's highlight every year it bloomed—my favorite glad. I believe it to be my best introduction to date. When we cut flowers for the florists last summer I always left Beauty's Blush, I couldn't bear to part with it. I believe it will go clear to the top, a sure-fire commercial and also a critic's fancy.

\$2.00 each, any size

12 for \$20.00. No bulblets.

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 The picture on the opposite page is of yours truly and the grand champion basket of Beauty's Blush at the Iowa State Show at Ames. Several spikes directly in front of me were out of place when the picture was taken.  
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### The Cover Picture--

The three spikes on the cover are of our pet, BEAUTY'S BLUSH. We had many spikes as fine as these, most every one a show spike.

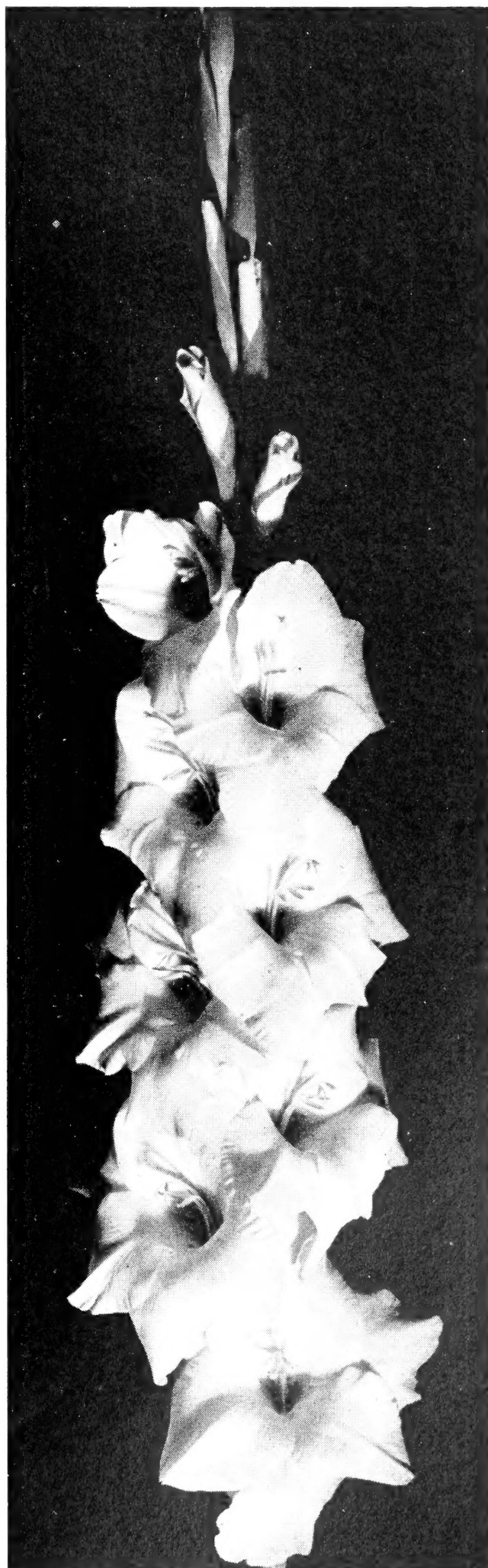
#### COMING COMMERCIALS

Abu Hassan, Beauty's Blush, Crinkle Cream, Daisy Mae, Dieppe, Early Gold, General Mac Arthur, Golden State, Gratitude, Hawkeye Red, Heavenly White, Lantana, Lavender and Gold, Lavender Prince, Leading Lady, Orange Gold, Poet's Dream, Purple Supreme, Rita Mae, Rose O'Day, Spotlight (yellow), Trocadero, True Love, Silver Wings, Wedgewood.

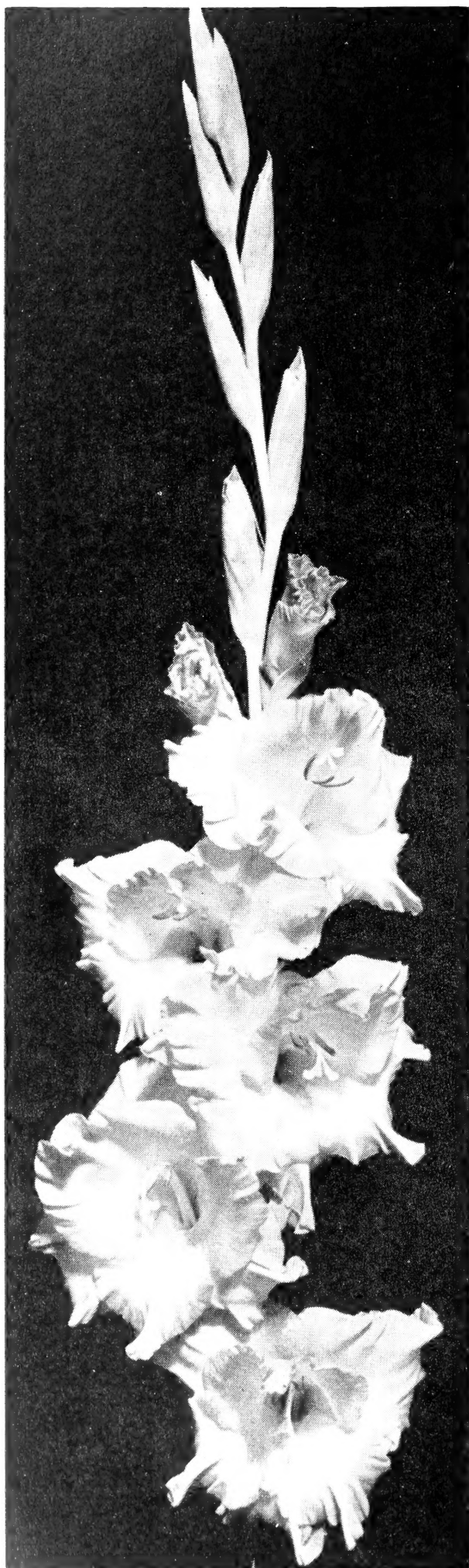
#### MOST ROBUST GROWERS

Rose O'Day, Gratitude, Daisy Mae, Gleam, Arethusa, Snow Princess, Valeria, Goldenheart, Goldenstate, Hawkeye Red, Legend, Silver Wings, Spotlight, Spotlight, White Gold, Beauty's Blush, Wedgewood.

"One thing I have learned to expect from your introductions—high color value. That is good; I buy them unhesitatingly."—Mirl Vawter, Ohio.



BEAUTY'S BLUSH



WEDGEWOOD

**WEDGEWOOD (Fischer)****Lavender and Gold Seedling  
(99-41)**

Wedgewood speaks a silent message of grace, purity and refinement. Five sculptured florets come well attached and precisely arranged on slender well proportioned spikes. This waxy ruffled lavender gem does not depend upon size for allurements. It is a color marvel—a rich live blue-lavender with cream throat. Its elegant styling is so well depicted in the accompanying illustration. It is my favorite in this color class, bar none. Wedgewood is as robust and disease-free in the field as it is beautiful to the eye. Has been well received wherever grown and shown. Good propagator and a sure commercial. Ever since it first bloomed, it has been one of the season's best seedlings. A corsage of Wedgewood won the distinction of being the best corsage at the Iowa State Show, purely on the quality of the flower. James Odell, who saw a spike of this exhibited by Alfred Moses at the Binghampton, New York Show, suggested the name Wedgewood, and truly this flower has the delicacy and beauty of Wedgewood pottery. Although we had not planned to introduce Wedgewood until next year, we were persuaded by enthusiastic friends of this new glad to offer a limited quantity to you, in light of the fact that we have so many promising ones coming up from our seedling acre.

**Large only \$2.00 each.**

**Limit of 1 to a customer.**

**TESTIMONIALS**

"My order arrived the other day and I was very much pleased with your generosity. The bulbs were very nice and the overcount and extras were much more than I expected. I was especially thrilled at getting a large Rose O'Day as I have read a lot of glowing accounts of it in the glad magazines. You put out a wonderful catalogue and I like your criticisms of even your own originations."—Ernest Wilkins, Minn.

"Poet's Dream more than fulfilled my dreams; I like it very much. I believe it will become a very good commercial variety. Flowers are especially adapted for corsage work. It's a swell little thing for home garden and in this sense I believe will become popular with amateur growers. Good propagator."—Wendell Heaton, Neb.

"I have seen your Poet's Dream in bloom; in spite of the dry conditions it showed up very fine. It has exceptional substance and good color. lavender classification here. ruffled and nice tall spikes, precisely built and I rate it 5 X X, which is darn good in my way of marking."—E. H. Lins, Minnesota.

"I'm still wanting to know about that one seedling we fell so much in love with. To me it (Beauty's Blush) was the best we saw last year." Glad-A-Way Gardens, Cal.

**RITA MAE (Pommert)**  
**Commander Koehl Seedling**

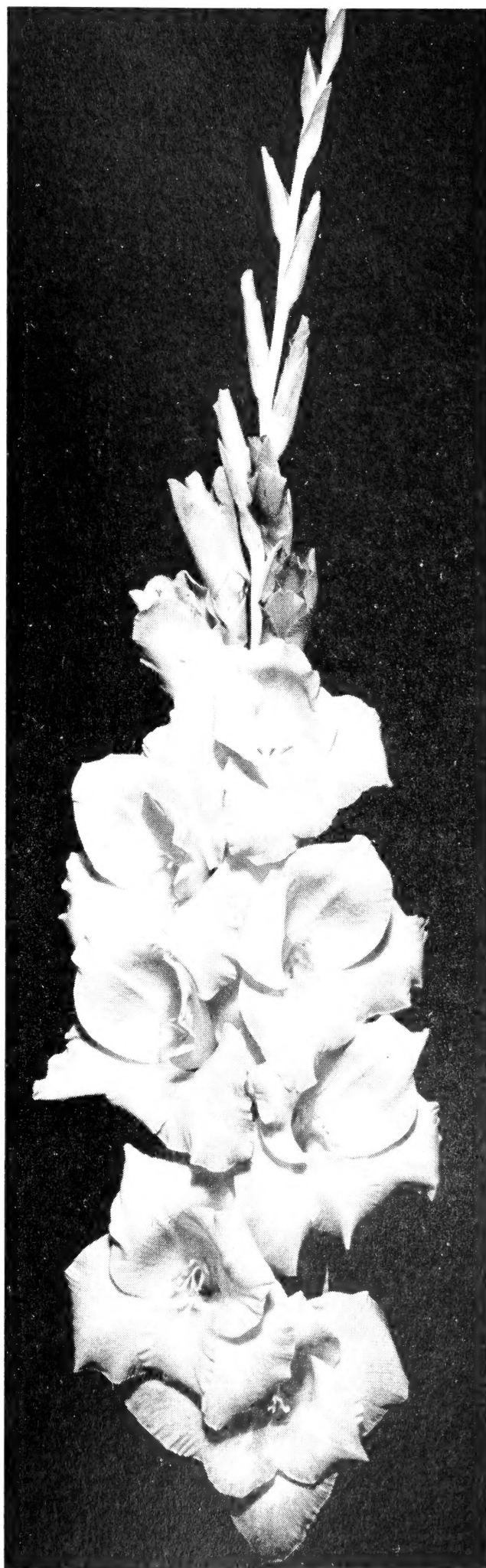
After giving Rita Mae two years' trial, we are convinced that it has all the ear marks of a leading commercial. It compares favorably with well grown Valeria; it is as tall if not taller; its health is as robust; its florets are wider open; its form more shapely; its color is a trifle paler being a soft bland light red. The color deepens in the throat and is overlaid with a narrow white line. Opens seven florets on tall tapering flowerheads of about 20 buds. Propogates well, and the bulblets germinate! Rita Mae has been thoroughly tried out, which is more than one can say about 99.9% of the galaxy of new ones currently offered. Was judged the best seedling at the Washington Trial Gardens last summer. The spike pictured here is one grown by us last summer. We feel that when Mr. Pommert offers a new one for our pleasure and profit, it is sure to be a good one. We place an exclamation point after Rita Mae!

**Price \$2.00 each any size plus 2 bulblets gratis if requested.**

**DISCARDS**

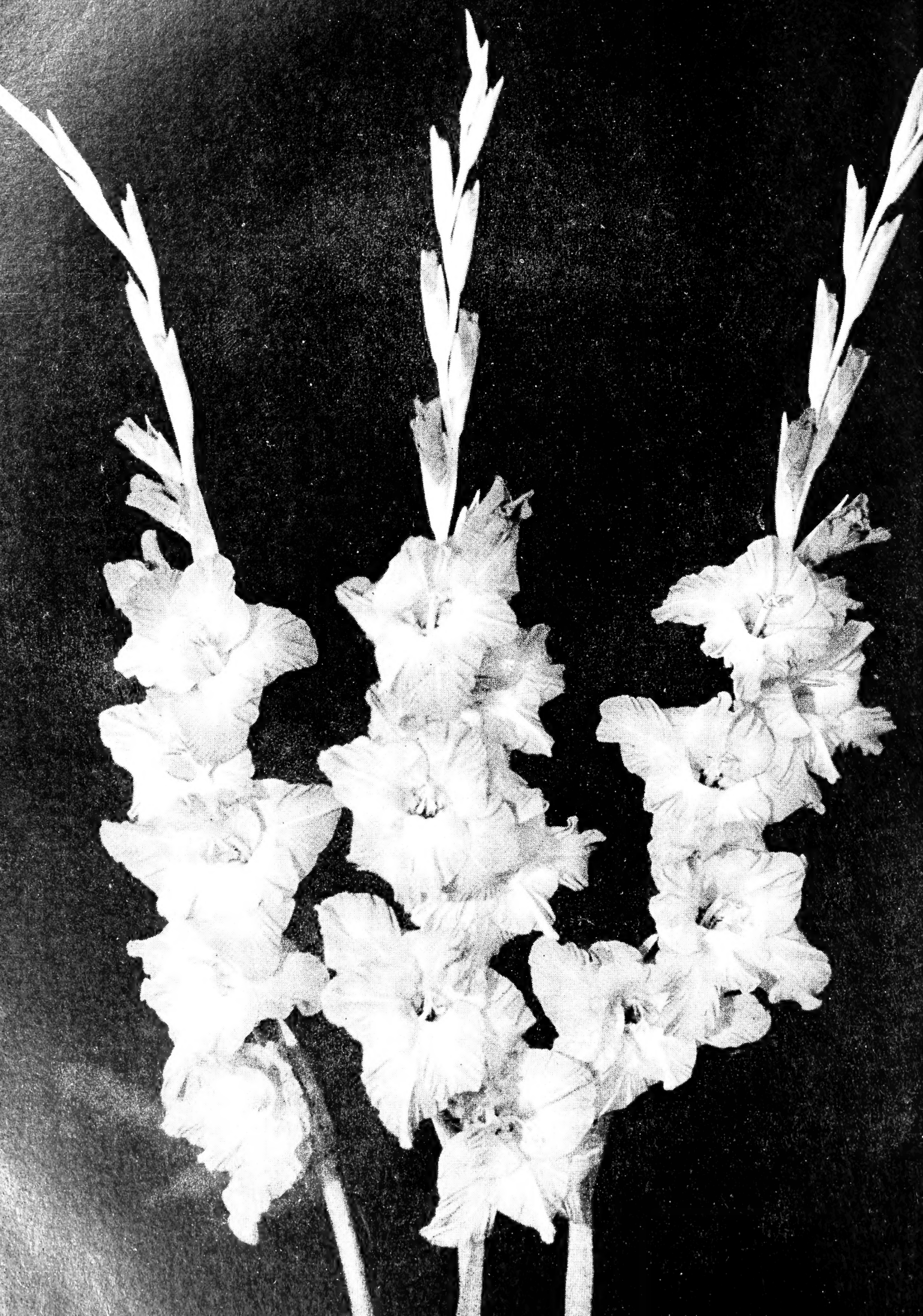
Reading over the descriptive lists in bulb catalogues, one finds many superlatives, but practical growing experience with a variety sometimes brings its letdowns. We are taking you behind the scenes and showing you what varieties we discarded this year and why. Some of these varieties, however, may prove to be successful for other growers.

**ALADDIN**—too short.  
**ALPINE**—short; weak.  
**ASOKA**—doesn't open well in water.  
**ATHLONE**—deteriorated.  
**BARCAROLE**—virus.  
**BEACON**—virus.  
**BELTRAMI**—limited use for smokies.  
**BLAZE**—Stoplight and other reds superior.  
**CHEHALEM**—virus.  
**DR. WHITLEY**—slow propagator.  
**FAIR ANGEL**—virus.  
**FRECKLES**—sold out completely.  
**HALLOWEEN**—short flower heads.  
**HIGH FINANCE**—growing season not long enough.  
**KING'S RANSOM**—got tired of it.  
**LAVENDER RUFFLES**—Poet's Dream far superior.  
**MANDALEEN**—virus.  
**MAXWELTON**—didn't propagate.  
**MELROSE**—pretty, but too slow propagator.  
**MINSTREL**—weak grower.  
**MOHAWK**—limited use for dark reds.  
**MOTHER KADEL**—virus.  
**MYRTH**—virus.  
**OPHIR**—too short.  
**PALERMO**—fades badly.  
**PIQUANTE**—n. g.  
**ROSY RED**—virus.  
**SHIRLEY TEMPLE**—others superior.  
**SILVER SWORD**—n. g.  
**SILVERY TETON**—poor propagator.  
**SNOW SPRITE**—other varieties superior; burns.  
**WHITE EAGLE**—virus.  
**WINSTON**—slow propagator.



**RITA MAE**







## SEEDLINGS

When one grows an acre of seedlings, one just doesn't know what to do with them all. Some are on the border line. Last year we offered you a collection of these border-line glads. The following is a report on their performance last season: The tall slightly ruffled white, 744-41, we intend to introduce next year. It looks very promising as a commercial white. We have a large stock of it, but thought we'd wait for a good picture for next year. 896-41 and the "Delicate Ruf. Prim" were just too short this year. "Like King Arthur" crooked all over the place. We had several chances to sell the stock of 515-41, featured in last year's catalogue, but this was so exceptionally good for September cutting last season that we expect to name and introduce it. It has admirable growing qualities. The color of 229-42 was delightful, but it's too short in the flowerhead. 389-41 was nice, but not nice enough. The tall, husky, red, 800-41, opens but 3 or 4 large florets at a time, but it showed up well enough to be an introduction for next year. 275-41 is just too beautiful to throw away. We are offering this again for further trial. We feel the seedling collection we are offering for your trial and final judgment this year is of a higher quality even than last year's. Your response will be greatly appreciated, in fact is urgently requested. Each variety will come properly labeled in separate bags. Large bulbs will be used first and so on down the line. Here they are!

**68-40 (BRIGHTSIDE X SHIRLEY TEMPLE)**

Featured on the opposite page. This sprightly orange is probably the headliner in this collection. This one is pretty well tested; we have a pretty good stock of it.—Just waiting for some fanfare and a name. It is similar to Gratitude in many ways. It is closer to true orange in color, has a little more refinement, is more lacy frilled, but is not as tall. Some prefer it to Gratitude. Good grower and propagator—Decidedly heat resistant. The 4¼ in. florets have a sharp cream blotch. Really a delight in bouquets.

**83-40 (AMRITA X ARETHUSA)**

A sister seedling of Gratitude and quite similar to it. Have had a chance to sell the entire stock of it, but we're holding back on it because there were quite a few short spikes this past season and the bulbs were subject to dry rot. We cut some wonderful bunches of this for the florists. Have a couple of trays of young bulbs in which we place our hopes. Offering 1 L. 1 M.

**79-40 (BRIGHTSIDE X ARETHUSA)**

And still another orange. The florets don't open as wide as desired; however, during some very dry weather last summer, this flower was among the very best in the patch. It was surely welcome as a cut flower. I expect to carry it for cutting even though I don't name it. Appealing. Florets measure about 4½ inches.

**147-40 (MIX)**

A contender for most beautiful in light pink. Reminds me for all the world of my favorite Myrth, when it grew well. Opens about six 4" ruffled florets on tall spikes. Though this flower will never be named (it doesn't propagate) it's far too beautiful to throw away, so I'm passing it on to those who are looking for something new and different.

**167-40 ARETHUSA X (MAID of ORLEANS X PICARDY)**

We had this on the discarded list as it first came into flower last summer. The first 50 spikes crawled all over the ground. Then for the rest of the season it was just fine—tall and straight. The same performance a year ago. My theory is that some time back a bulb which had been affected by a virus was allowed to propagate. The weak stemmed ones (about 5%) have been weeded out, as far as we could. Otherwise it is well worthy of introduction. A tall vigorous light apricot. Finely tailored and a lovely color. Excellent for cutting. Prolific.

**72-41 (BEACON X LIBERATOR)**

To see this seedling you'd say it's not one of mine. It is not representative of the delicate coloring and immaculate styling found in so many of my seedlings. In fact it is just the opposite. A good friend of mine suggested the name "Rusty" which describes it exactly. It's a henna colored smoky with a large sharp cream throat. Garish to be sure, but usually you like it for the different language it speaks. Plants are about 4 ft.; 16 buds with 4 or 5 open at a time.

**271-41 (INCENSE & SWEETHEART) X NEW ERA (Offered last year)**

The most beautiful ruffled light pink in the 300 class really. Spikes tend to be a little short, but what beautiful color and ruffling. Very prolific. Not as fragrant as a year ago.

**69-41 (SNOW PRINCESS X MYRNA)**

A contender for the most beautiful again. The waxiest, purest, and one of the most daintily ruffled whites I know of, but rather a slow propagator, though it was pretty good this year. Tips burn in hot dry weather. Unexcelled for artistic arrangements.

**727-31 (CARILLON & NANCY ANN)**

You wouldn't expect 5-foot spikes from this cross, but such is the case. A rich cream beautifully blended with pink at the tips of the petals. Fancily ruffled. But it doesn't propagate so we're dividing the stock that it might live on anyway.

**294-41 (MARGARET BEATON X ROSEMARIE PFITZER)**

We have admired this flower every year for its beautiful pink coloring—intense and lively. It is just beautiful brought in the house. Has many admirers. We think very highly of it. Fine in every way, but has been shy on propagation the last 2 years. Was just fine the first years. Time will tell.

**878-42 (MIX)**

A beautiful shade of rose-red. Color of the old Dream O' Beauty. Makes a tall plant but rather short head. We like it as a cut flower. Has commercial possibilities.

**965-41 (BEACON X CENTENNIAL)**

From my seedling notebook:

"Tremendous scarlet, darker throat blotch with small white line. Very full spike; keeps size way to tip. Giant in every way. 5 ft. tall. Stiff and straight. Six open." The 3 spikes at the Iowa State Show at Ames were very impressive. Though it's a slow propagator, it is to be appreciated.

Here they are, take 'em or leave 'em; you'll pay more money next year.

12 Varieties, one of each for \$2.00

(More Seedlings on page 20)

## Colorful Glimpses

All in all, the 1946 blooming season was about the best ever for us. Though it was quite dry during midseason, we were able to water our choicest fields, thus saving the day. We were never without some choice show flowers; this has not always been true every year. Our many fine seedlings furnished us with the biggest thrill of the season — a thrill that lasted all season long. Our most beautiful spike this summer was a stunning 614-41 now registered as White Christmas. A 3-spike picture of it is inside the back cover. We plan to feature this ruffled, 6 in., sculptured, waxy, exhibition white next year. The most gratifying seedling of the year was 268-42, which is our current introduction, Beauty's Blush. Among the better seedlings in our patch, one will notice a preponderance of lavender and rose shades, mostly Rose O' Day seedlings. One of the most promising of these, 173-45, won the Grandchampionship at the Sioux City, Iowa show. This seedling was also awarded Second Day Grandchampion, having twelve or thirteen perfectly fresh flowers open. This was our single biggest joy spot of the season. Judges and fans were still talking about the Sioux City Grandchamp at the Iowa State show at Ames a week later. The Misses Louine Fischer and Ellen Heine accompanied the flowers at the show.

The finest compliment of the year came from Iowa's renowned J. Elton Carter, at the Iowa State show at Ames. I found him on one knee studying one of my seedlings. I overheard his professional comment, "Stamens gray." !!! He sees the minutest detail. We shook hands. But soon he backed off a bit and said, "Carl, this is the best display of seedlings shown since the National Show in Cleveland in 1930 when Solveig was exhibited." This remark, coming from such a fine critic, meant more to me than a loving cup.

The keenest disappointment of the year was the poor condition of my flowers at the Garfield Park Show in Chicago. I had stored my flowers in the basement the night before and forgot to leave the door open. The warm stuffy air caused them to disintegrate.

The most promising new varieties of the year were Abu Hassan, Orange Gold, Silver Wings and Trocadero.

My sister and brother-in-law, Rev. and Mrs. Anvie Peterson, who were with us the past few years, now reside at Winona, Minn., where Anvie is pastor of the Calvary Free Church. They attended flower shows, answered correspondence, and helped out in pinches. My sister, Louine, is right hand bower.

I believe much more attention should be paid to the smaller sized gladiolus. They lend themselves to such graceful arrangements. But let someone bring a cornstalk to the show and the purple rosette is immediately placed upon it. I have never yet seen a flower in the smaller sized brackets receive this attention. **Size is merely a dimension and not an attribute of beauty!** The personality and soul of a flower is largely being overlooked. It can't be measured by a ruler or score sheet either!

And it would take a millionaire to buy all the new ones currently introduced. A partial list of those registered last year is 87. Experience has proven that but a bare half dozen or so of a year's production are here to stay. A system of trial grounds that has some prestige is sorely needed. We are offering but two this year from our seedling acre; we could enthusiastically put out a half dozen. Then too, I think it is an insult to a customer's pocket book to ask \$10, \$15, or even \$5 for a single bulb. This introducing business is getting to be a racket!

For your pleasure and interest we will skip at random across the rows of our trial grounds. We tried most of the new ones from Konynenberg and Mark and found that Europe still leads the field in the "blues," **Abu Hassan**, **High Life**, and **Ravel** all being fine. **Trivoli**, a clear light pink, looks very promising. We found **Hokus Pokus**, to be early, but not a pleasing combination of red and yellow. **Sophia** is just another Picardy-colored glad. We have always objected to new varieties that have Picardy written all over their faces, one may just as well grow the old favorite. If it doesn't portray a different message there's not much excuse for it, unless it might be improved growing habits in some form or other. **Lady Luck** looks a lot like Picardy but presents a pure throat and an improved color. **Pink Charm** seems to be a shorter, smaller Picardy. It is early, but we greatly prefer Margaret Fulton as an early cutter. **Fuschia Belle**, was n. g. of a year ago, but proved itself to be well worth listing this year, with its tall stately spikes and beautiful fuschia coloring. **Connecticut Yankee** built a most substantial and impressive spike but chooses to be a rarity for some time to come with its scarcity of bulblets. **Yankee Lass** is very similar but not quite as romantic. **Abigail** looked promising, but it was very plain. It had a good color, stems were tall but soft. **Bernice Pasteur**, n. g. **Hoosier Lady** seemed to be a weak grower. No excuse

for **Peggy**. **Sybil** was oddly marked but short. **Highlander** may make a cutter. **Dream Girl** went with the wind! The \$10.00 plant broke off during a storm and was no more! **Christine** was a lovely color of glistening white, but lacked height and failed to compare to Pommert's new seedling, **S 41**. Couldn't see the color appeal in **Color Marvel**, though my sister, **Edna**, liked it. Needs to be seen in a mass. Wilson's **Victory Queen** gave a nice spike in color and form. **Midwest Victory** was somewhat plain but looks like a cutter if propagation is satisfactory. **Algoma** is certainly dramatically blotched. **Cherry Jam** also has an interesting blotch. **Ivy Robertson** produces too much stem for the rather small flowers. **Oklahoma** looks much like the old Mother Machree but started blooming about 10 inches from the ground. **Fay** was promising as an early commercial. **Red Rascal** looked good, but we're waiting for it to come again. **Martha Deane** did better than we expected of her, a tall clear yellow, rather plain in form. We will likely list ruffled **Casablanca** next year. It did much better than a year ago. **Pandora** seems reliable. Last summer and also a year ago, we were willing to nod our heads for **Huntress** only to arrive at the patch next day to find the stems soft and broken over about two feet from the ground. **Dawn Glow** rated the best spike of the year in 1945 but was a disappointment in '46. **Intruder** has been good but somehow hasn't rung the bell for us yet. **Bengasi** still looks weak to me. **Tarawa** looked the best of Palmer's 1946 releases. **Astrid** will most likely succeed, but I'll be satisfied with **Rose Delight** for sometime to come. The spike of **Astrid** currently shown was grown and photographed by us. I believe **Babs** has a place as an early cut flower, color is a little muddy. It just isn't in the running with **Arethusa** for beauty, which is but a few days later. We plan to list light salmon, **General Mac Arthur** next year. It is quite early. Carved snow-white ruffled **Starlet** is the best in the entire 200 series, a little honey! We are reserving our stock for propagation.

I hope I haven't sounded harsh. With but small and limited trials, the above statements aren't final, they are but a glimpse of the picture as presented in our gardens last summer. Next year the panorama will be different!

The best news in the gladiolus world today is D. D. T. Experiences among growers and fans has been wholly satisfactory. **Good-bye thrips!** Dusting seems to be the best means of application.

Late summer and early fall rains gave us an abundance of fine cut flowers and the finest, plumpest bulbs ever. Let us convince you!

**HAPPY GROWINGS!**

Carl Fischer.

### BECOME A MEMBER

1. If you are seeking an evening of pleasant entertainment, put a dollar in an envelope and address it to Mrs. M. J. Walenta, Secretary of Maine Gladiolus Society, South China, Maine. Their 100-page annual is the surprise of the year and deserves to be widely distributed.

2. The Minnesota Gladiolus Society offers three issues of the Minnesota Glad Fan and a year's subscription to the Minnesota Horticulturist for \$1.50. The Minnesota Horticulturist magazine offers nine issues per year plus a plant premium if dues are paid before March 15. (We usually order some kind of new fruit tree each year.) Send dues to Harold A. Christensen, Christine Lake, Como Station 3, St. Paul 8, Minn.

3. The North American Gladiolus Council, an international organization, presents an excellent quarterly magazine that is chuck full of timely interests. Send your dollar bill to Thomas Manley, secretary, 525 Coleman Ave., Fairmont, Virginia.

4. Of course the New England Society still is the leading society. Regular membership entitles you to their 215-page annual and six bi-monthly magazines is \$2.00. Write James Odell, Wellesly Hills 82, Mass.

The societies treat such material as:

1. Up-to-date information on dips and sprays.
2. Diseases, fertilizers.
3. Best new varieties.
4. Trial ground reports.
5. Symposiums.
6. Hybridizing hints.
7. Parentages.

To encourage new members:

Include your subscriptions with your bulb order, and we will send you the value of the subscription in bulbs. Make a list of preferences, and we will fill as we are able.



### INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over postpaid. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrip-free. All stock is offered subject to prior sale. If any of our customers are willing to pay the transportation charges on their order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulblets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

Five bulbs will be sold at one half the price of ten, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment.

### EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

### BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in. with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

### ATTENTION!

All 1943 (or previous) names, who have not sent us an order since '43, will be dropped from our mail list unless you send us a card, telling us you still want to receive our catalogue.

"There was a lot of comment on your 99-41 (Wedgewood). I think it is exceptionally nice for the smaller class. Another seedling that rather took my fancy was 268-42 (Beauty's Blush). This is really a beauty and it seems to hold its color right to the top bloom. Have a tip here in front of me at the present time and it seems to be the same blush pink that the first flower was that opened in the field. Will say this much, that your seedlings have showed more vigor than those of any other hybridizer, unless it might be one."—Alfred Moses, New York.

"I did not enter the number of your best seedling in my book but it is the one that opens flat wide open, pale flesh white, not really a white and not really pink, pale flesh would be my guess. (Beauty's Blush). This is 5XX, excellent, for me. Spikes were nice and straight, with good height and opened up a good head of well placed bloom, entirely worth while in the best collections and I think it made bulblets from the large bulbs. If this keeps up like it did this summer it will be a valuable addition to the list of good pastel colored glads."—E. H. Lins, Minn.



## Descriptive Price List

**ABU HASSAN** (378) (Konynenberg) (Midseason)  
 Abu Hassan came recommended as a greatly improved *Pelegrina*, which is just what it is. It produces tall spikes for cutting. One or two spikes of this deep rich violet blue glad added to a mixed bouquet seems to enhance the colors of all the rest. A great future is predicted for this worthy addition to the *gladiolus* color circle. It is a moderate propagator with us, but produces large bulblets. (L 1-.40; 10-3.50) (Blbts 10-.35; 100-\$2.50)

**ALGONQUIN** (436) (Palmer) (Early Midseason)  
 One of our favorite bright scarlet commercials. Opens 8 wide open blooms on a straight stem. We had some mighty nice Algonquin last summer from small bulbs. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**ANNAMAE** (400) (Pommert) (Early) We consider this the best early pure white commercial. Blooms a week before *Maid of Orleans* or *Snow Princess*. Straight stem and good placement. (L 2-.20; 10-.80) (M 3-.25; 10-.50) (S 4-.20; 10-.35) (Blbts. Pkg. .20)

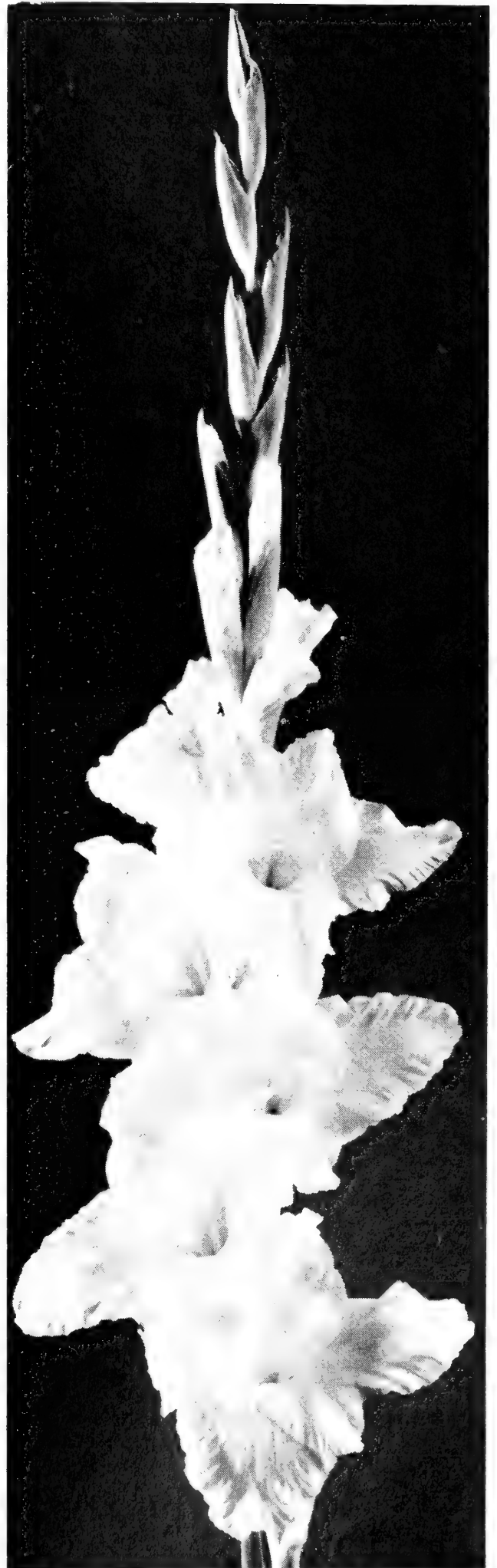
**ARETHUSA** (416) (Fischer) (Early) A headliner in the pastel shades, closest to buff in color value. A large and consistently tall vigorous grower, with an almost unbelievably intense frilling. One of the very earliest to bloom and a very valuable cut flower for that reason. We cut quantities of superb spikes early last summer. A year ago we had quantities of beautiful pink *Arethusa* sports that were distinct enough to be named. This summer they were all like the original, an example of how temperamental varieties can be sometimes. A very beautiful *gladiolus* that should be planted early for best results. One of the best breeders. Sets seed readily. Offering an improved strain. Don't miss *Arethusa*, one of the best in this list. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**ASTRID** (460) (Jack) (Midseason) A new rose similar to *Rose Delight* by the same originator. Probably a little larger but with more distracting throat lines. Will probably succeed as a commercial. (L 1-\$3.00) (Blbts. 1-.25; 10-\$2.00)

**AUTUMN GOLD** (412) (Fischer) (Late) This richly colored golden yellow is gaining in popularity every year. It is being grown extensively as a late cut flower. One of the most richly colored glads in this list. Aptly named. Medium in height but can be cut to the ground without injuring foliage. One of our best sellers. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. 20)

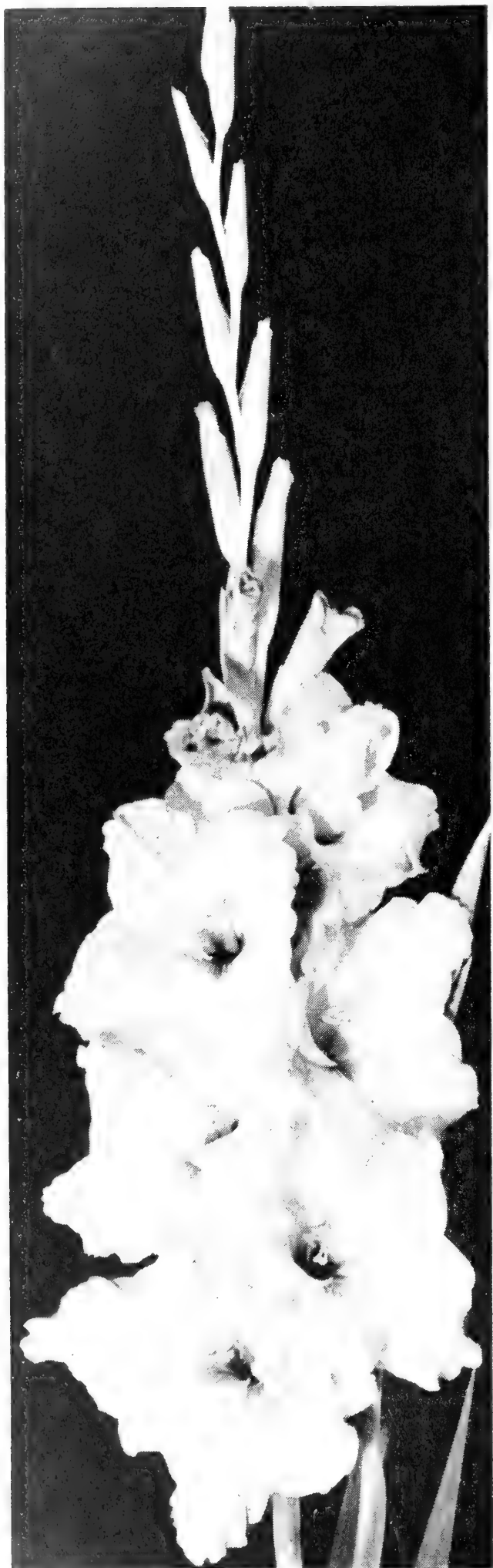
**AVALON** (440) (Marshall) (Midseason) Avalon was one of our mainstays in light pink cut flowers last season—a very pleasing shade of pink. Seems to be winning its way as a commercial. Recommended. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Blbts. Pkg. .20)

**BADGER BEAUTY** (466) (Krueger) (Midseason)  
 A tall clear lavender that is rapidly gaining in popularity. Would that it opened a few more and had heavier substance. Severely plain but a reliable cut flower that opens up exceptionally well in water. (L 2-.35; 10-1.20) (M 10-.80) (S 10-.40) (Blbts. .30 a pkg.)



ARETHUSA

"Last spring I ordered some glad bulbs from you. Among them were 250 mixed size No. 3. I just want you to know how lovely that mixture turned out to be. Everyone was an old friend and so large and beautiful. I shall want more bulbs from you next season and can recommend Noweta Gardens to anyone."—Cora Beard, Iowa.



ELIZABETH THE QUEEN

**BEACON** We had a large stock of Beacon this summer—all sizes, but somehow it was affected by a virus disease causing the flowerheads to come short. We dumped it even after the bulbs were dug, rather than unload something on someone else that we wouldn't care for ourselves. We find that Beacon, like many Picardy seedlings, is subject to this virus.

**BELLA DONNA** (377) (Pfitzer) (Early) The most beautiful color of all the blues. Not as vigorous as some. We like it as an early cut flower. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) (Bibts. .20 a pkg.)

**BEAUTY'S BLUSH** (440) (Fischer) (Midseason) See cut on cover and page 1. Description, page 1.

**BLACK DIAMOND** (354) (Gelser) (Early) If you like the dark ones, you will be won by the velvety sheen, rich coloring and ruffling of Black Diamond. I believe this Morocco seedling is the most luxurious of the dark reds. Bulblets are difficult to germinate. (L 1-.25; 10-2.00) (M 10-1.50) (S 10-.80) (Bibts 10-.20; 100-\$1.25)

**BLACK OPAL** (454) (Errey) (Midseason) Magnificent tall deep red. The 9-10 round florets are perfectly placed on a stretchy flowerhead. One of the best dark reds. (L 3-.25; 10-.75) (M 4-.20; 10-.40) (S 10-.25) (Bibts. Pkg. .20)

**BLESSED DAMOZEL** (440) (Baerman) (Late midseason) A new edition of New Era that seems to be more vigorous. Did very well for us last summer. A beautiful scintillating shade of light pink, and nice tall formal spikes. Has been a rather poor bulb maker, but what a lovely flower! (L 1-.40; 10-\$3.50) (M 1-.25; 10-\$2.00) (S 1-.15; 10-\$1.25) (Bibts. 20-.20; 100-.75)

**BLUE ADMIRAL** (378) (Christ) (Late) We cut quantities of this late rich dark blue all last season which were welcomed by the florist. Bloomed very well in dry weather. Florets lose their size as they bloom up the stem. Small and bulblets 3% Bit O' Heaven. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Bibts. 20 pkg.

**BLUE BEAUTY** (376) (Pfitzer) (Early) One of the best medium blues. It is a tall, strong grower and produces up to 5 large wide open blooms. The best blue to use for hybridizing. The color of Blue Beauty was simply marvelous just before the frost. I think one might plant a few for late cut flowers. Makes beautiful bulbs. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Bibts. .20 pkg.

**BRIGHTSIDE** (324) (Prestgard) (Early) A good old timer that fills the bill for early cutting. It's a sprightly ruffled bittersweet orange with a large golden throat. Heat resistant. Has been a good breeder. Cheers one up; helps one look on the bright side of things. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Bibts. .20 pkg.

**BURMA** (462) (Palmer) (Midseason) Burma is unusual in its rich coloring, very heavy substance, and fine ruffling. The color is a rich rose-red somewhere between red and purple; the spike is of good height and of fine arrangement. Attachment is a little loose, and it crushes easily, but we had some resplendent Burmas last summer. Becoming very popular, but not a commercial. (L 1-.40; 10-3.50) (M 1-.25; 10-\$2.00) (S 10-\$1.50) Bibts. 10-.25; 100-2.00

**CENTENNIAL** (536) (Fischer) (Late) We have had some perfectly marvelous spikes of this stalwart saucer-like scarlet giant. Opens 5-6 large blooms on a long flowerhead. Centennial blooms much more beautifully when it is planted early and from large bulbs. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Bibts. .20 pkg.

**CHAMOUNY** (460) (Baerman) (Midseason) A distinct and very unusual shade of cerise-rose with a silver line around the edge of each petal. We cut lots of nice Chamouny for the florists last summer. Had fewer short ones than usual. No collection is complete without Chamouny. (L 2-.25; 10-1.00) (M 10-.60) (S 10-.40) Blbts. .30 Pkg.

**CHIEF MULTNOMAH** (480) (Ellis) (Midseason) A chocolate smoky enhanced by a red blotch in the throat. One of our favorite smokies. Tall and very vigorous plants produce 4-6 blooms on lengthy spikes. Performed very well during dry weather last summer and the only smoky we grow for the florists. Spikes need to be cut as they come into bloom or they will lop over in the field. (L 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**CHINA MAID** (432) (Fischer) (Midseason) China Maid is a tall, rich, glowing salmon offset by a bright yellow throat. Becoming very popular as it is one of our best sellers but needs to propagate faster to be a first-rate commercial. If you tire of Picardy, try China Maid. We had some nice ones last summer. (L 3-.25; 10-.70) (M 10-.40) (S 10-.30) Blbts. .30 Pkg.

**CORONA** (440) (Palmer) (Midseason) One of the season's most captivating flowers was tall, distinctive Corona. It comes well-named since a corona of light rose pink encircles a creamy throat. Believe it to be one of Palmer's best. Opens 6-8 large, wide-open blooms on a lengthy straight spike. A cluster of large fat bulblets comes well attached to each bulb as one lifts them out of the ground. A leading commercial. (L 10-.80) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

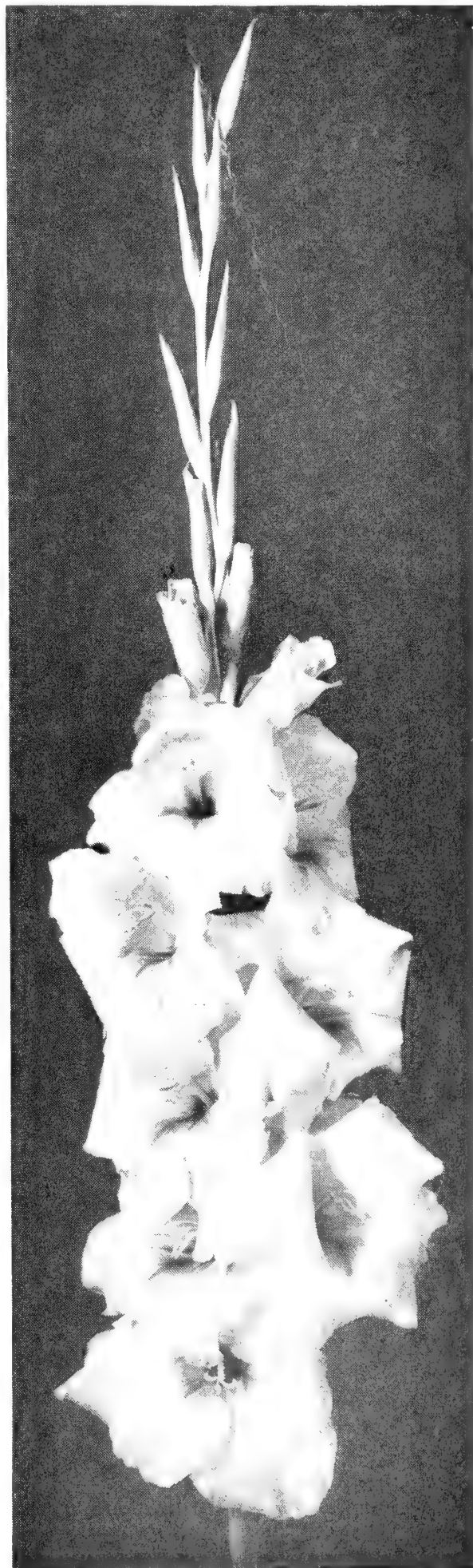
**COVER GIRL** (442) (La Salle) (Midseason) A very tall medium pink that opens up to ten 5½" florets on long flowerheads. Has been rather plain for us but has been well received elsewhere. Very prolific. (L 1-.80; 10-\$6.00) (M 1-.40; 10-\$3.00) (S 1-.25; 10-\$2.00) Blbts. 10-.50; 100-\$4.00.

**CRINKLE CREAM** (410) (Ellis) (Midseason) A ruffled pale yellow with wide open florets, good placement and average height. Good propagator and germinator. Quite popular on the show table. A likely commercial. Crinkle Cream was simply grand here last summer. (L 1-.40; 10-\$3.00) (M 1-.30; 10-\$2.50) (S 1-.20; 10-\$1.25) Blbts. 10-.20; 100-\$150.

**DAISY MAE** (441) (Lins) (Midseason-Late) Tall, husky, prolific Daisy Mae built some imposing spikes for us last summer. Recommended as a commercial because of its easy growing habits, however, it definitely lacks color appeal. A rather coarse orangy pink or dull salmon blends into a deeper blotch. Opens 7 five and one-half inch florets on tall spikes. Sure commercial. Photo courtesy W. B. Hawker and Chuck Ruble, Albert Lea, Minn. (L 1-\$1.50; 10-\$12.00) (M 1-\$1.00; 10-\$8.00) (S 1-.75; 10-\$6.00) Blbts. 10-\$1.50; 100-\$10.00; ½ pt. \$60.

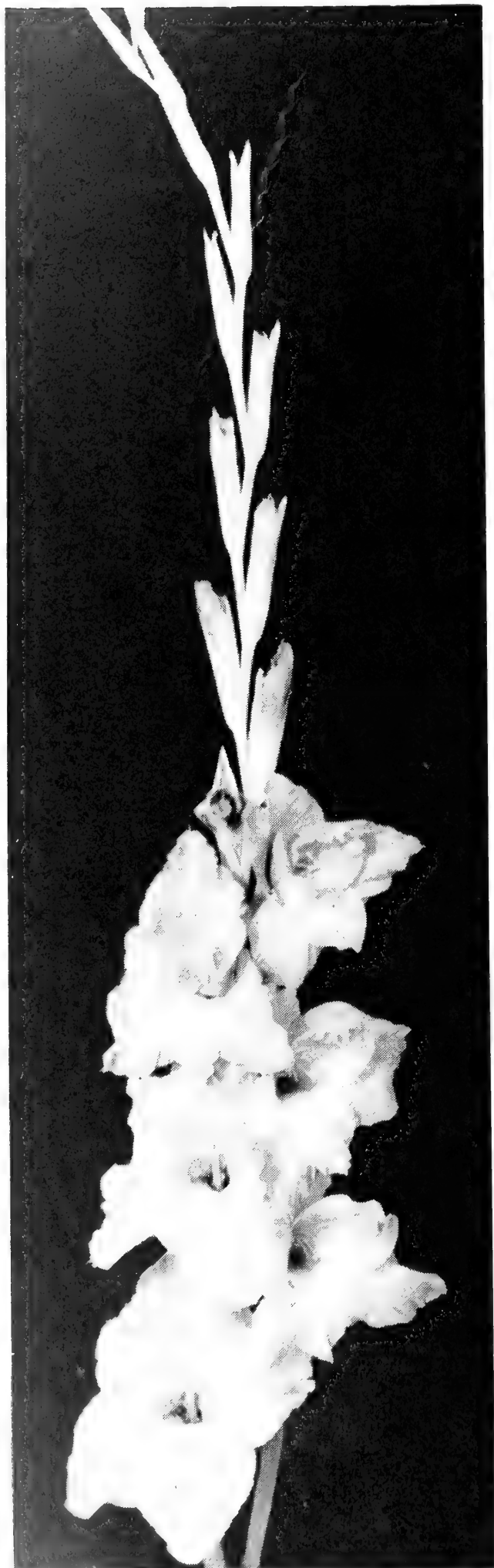
**DIEPPE** (452) (Hassall) (Midseason) A beautiful shade of velvety salmon-scarlet with a slightly deeper throat that has the color appeal of the old, but famed Pfizer's Triumph. Opens 6 wide open, well arranged florets on good spikes. Seems to be a good grower. Prolific, but the blbts, shatter easily during digging. (L \$1.50) (M 1-\$1.00; 10-\$8.00) (S 1-.60; 10-\$4.80) Blbts. 2-.25; 10-\$1.00; 100-\$8.00.

**DISCOVERY** (519) (Baerman) (Early Midseason) Very tall, heavily ruffled cream to light yellow with a small distinctive red star in the throat. Tall straight stems which open 5 to 6 large florets. Very distinctive and a likely commercial. (L 1-.25; 10-\$1.50) (M 10-.80) (S 10-.50) Blbts. .30 Pkg.



DAISY MAE





GRATITUDE

**DONNA (416)** (D. S. Pruitt) (Midseason) We have always liked Donna, a ruffled buff with a golden throat. It's a tall husky glad with heavy substance. A greatly improved Wasaga. (L 2-.25; 10-\$1.00) (M 10-.70) (S 10-.35) Blbts. .35 Pkg.

**EARLY GOLD (312)** (Butt) (Very Early) Early Gold looks much like Goldstaub, being practically identical in color. The florets are smaller, but it opens more. A few days earlier than Goldstaub. (L 1-.50; 10-\$4.00) Blbts. 8-.25; 100-\$2.50.

**EARLY ROSE (362)** (Jack) (Early) Very popular pleasing shade of medium rose. Excellent for early cutflowers. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**ELIZABETH THE QUEEN (566)** (White) (Midseason) This variety deserves the popularity thus far received and is destined to be grown for years to come. Beautiful shade of lavender with a darker line. It is intensely ruffled and of fine form. Needs water to do its best. (L 1-.20; 10-\$1.50) (M 10-.70) (S 10-.40) Blbts .30 Pkg.

**ETHEL CAVE COLE (440)** (Cave) (Early) A large light pink that makes a fine cutflower as well as an exhibition spike. Strong husky grower that opens 8 to 9 on a long flowerhead. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**FIREFLY (436)** (Palmer) (Early) We have used Firefly to advantage as an early cutflower. Brilliant scarlet; rather short. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**FRANCIS IRWIN (460)** (Wilson) (Midseason) A beautiful shade of lavender-rose with a darker throat. Recommended. Very prolific. (L 2-.25; 10-\$1.00) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**GARDENIA (406)** (Scheer) (Early) A tall growing cream decorative that has value for early cutting. Mad propagator. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 Pkg.

**GLEAM (410)** (Fischer) (Early) (Early-Midseason) Gleam is the criterion of beauty in style, color and ruffling; its substance is reminiscent of carved ivory. Its unusually lustrous texture is crystalline and waxy, due in part to the remarkable thickness of its petals. It opens 3 to 5, 5-inch florets of a clear light yellow on stems of medium height. Its attachment is stiff and rigid though too far from the stem to handle well. An early midseason bloomer which does well from small bulbs. Gleam did very well for us last summer and was well received by others. It made unusually robust growth. A fancier's favorite. (L 1-\$1.50; 10-\$12.00) (M 1-\$1.25; 10-\$10.00) (S 1-\$1.00; 10-\$8.00) Blbts. 2-.25; 12-\$1.00.

**GLOAMING (370)** (Zimmer) (Early) One of the tallest and most perfect cutting varieties we grow. Produces a graceful long ribbon of white throated light purple blooms. Some years its bulbs are subject to disease. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 Pkg.

**GOLDENHEART (430)** (Fischer) (Late) A flair of lacy frills and elaborate styling is supported by tall husky spikes. The heavy substance and waxy texture of the petals produce an effect of suave distinctive charm. A rich salmon blends into a glowing golden throat. Unexcelled for late cutting; one of the best we grow. Deserves to be well known. A must have! (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .25 Pkg.

**GOLDEN STATE (512)** (Wheeler) (Late) A tall stately exhibition yellow that is rather plain in form and color, but all in all it gave an excellent account of itself last summer. Has an air of Golden Goddess, from which it is derived. A coming commercial. (L 1-.50; 10-\$4.00) Blbts. 10-.50.



**GOLDSTAUB** (412) (Gold Dust) (Pfitzer) (Early)  
No early cutflower collection is complete without Goldstaub. It is very early. Blooms very freely, and is an excellent shipper. Fine deep color and very prolific. (L 10-.65 (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**GRATITUDE** (424) (Fischer) (Early Midseason)  
Gratitude may best be described as a greatly improved Barcarole, resembling it mostly in color, being practically the same hue. Gratitude is heavy substanced, fancily ruffled and very tall, comparing with the famed King Lear for stretchiness of spikes. It is a salmon-orange with a sharp yellow throat blotch. Opens 5-6, 5½-inch floret on tall, strong, wire-like stems and blooms as well from small bulbs as some varieties do from large. Placement is not always perfect. Growing habits are gratifying. A high order of beauty and a delightful basket flower. I consider Gratitude a sure commercial and one of my best. During some very dry weather last summer, the florets were somewhat smaller than usual; however, it is one of the most robust growers in existence. What plants! Very prolific. Makes the plumpest, highest crowned bulbs in the entire list. Large bulbs are like baseballs. (L 1-\$1.50; 10-\$12.00) (M 1-\$1.25; 10-\$10.00) (S 1-\$1.00; 10-\$8.00) Blbts. 2-.25; 12-\$1.00.

**GRETA GARBO** (440) (Pfitzer) (Midseason) A pleasing color combination of pale apricot or buff pink. Opens 5 or 6 perfectly formed, finely placed flowers on a medium tall stem. Healthy grower and a rapid propagator. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**HAWKEYE RED** (450) (Heaton) (Midseason) A really outstanding red of last summer's blooming. Tall stately spikes of a rich glowing color. Plants are unusually healthy and vigorous. Even No. sixes produced saleable spikes. One of my favorite reds! (L 1-.75; 10-\$6.00) (M 1-.50; 10-\$4.00) (S 1-.25; 10-\$2.00) Blbts. 12-.50; 100-\$3.00.

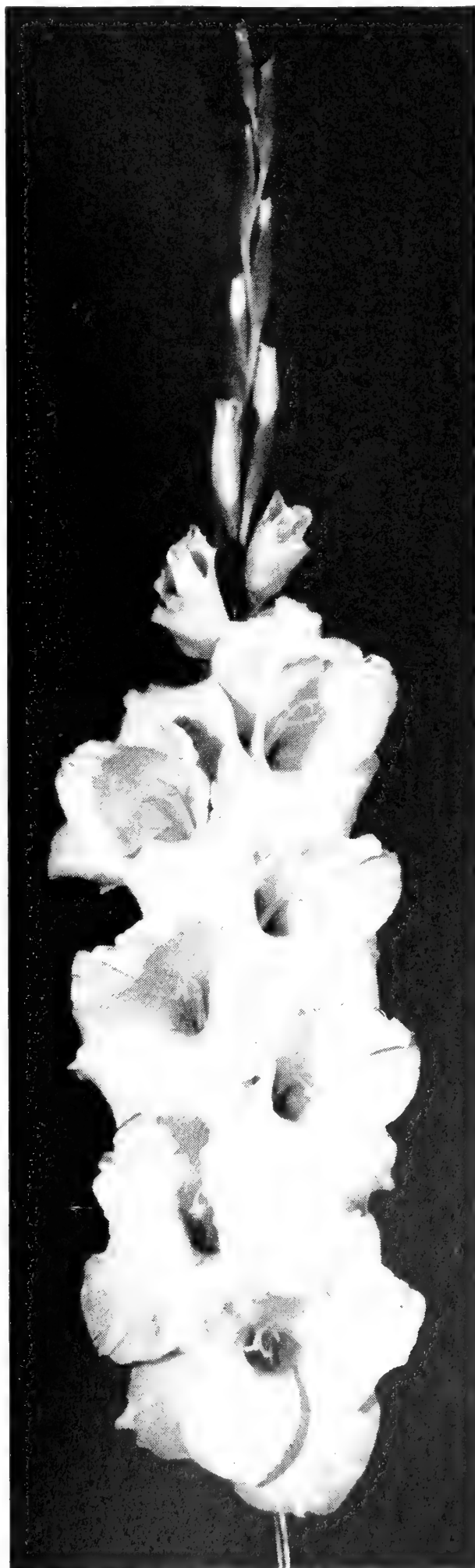
**HEAVENLY WHITE** (400) (Moses) (Early) The white sport of Rosa van Lima. Just like its parent except a cool sparkling white. Very prolific. (L 1-.75; 10-\$6.00) (M 1-.50; 10-\$3.50) (S 1-.25; 10-\$2.00) Blbts. 12-.25; 100-\$2.00.

**INVICTUS** (441) (Pacific Bulb Co.) (Early)  
Though classified as a light pink by the North American Gladiolus Classification Committee, Invictus is a blotched white to the florist. Not as refined as Margaret Beaton, it nevertheless fills a definite need as an early cutter. The white suffuses into a vivid pink toward the heart of the flower, climaxed by a large scarlet throat. Tall grower. Recommended. L. .35; 10-\$3.00

**JEANIE** (430) (Pruitt) (Midseason) A clear-cut and distinct medium pure pink with a golden throat. Good tall grower. A great cutflower. Everyone loves Jeanie! (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .25 Pkg.

**JOHAN VAN KONYNENBERG** (536) (Konynenberg) (Midseason) This came highly recommended by the originator as the coming red. Has yet to establish that reputation with us, not having fully tested it as yet. Color was good, a bright orange scarlet. (L 1-\$4.00) Blbts. 1-.50; 10-\$4.00.

**JUNIOR MISS** (430) (Canine) (Midseason) Junior Miss combines stature, beauty and vigor. Reminded me of New Era though not as refined. A full double spike as straight as ram-rods. A likely commercial. Not as good as a year ago. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.



LEADING LADY

"It (Wedgewood) is by far one of the most beautiful glads I've ever seen."—A. N. Drake, Mass.



LAVENDER PRINCE

**KING ARTHUR** (466) (Arenius) (Early) A very distinctive deep toned lavender approaching a light purple shade. This variety possesses unusually heavy lustrous petals which are beautifully ruffled. An old stand-by of ours. An individual floret is mighty like an orchid. (L 10-.70) (M 10-.25) (S 10-.25) Blbts. .20 Pkg.

**KING CLICK** (552) (Wilson) (Midseason late) A tall giant red that has lots of vigor. Can build an impressive spike. Some florets are often undecided as to which way they should face. Good color. (L 1-.20; 10-\$1.50) (M 10-\$1.00) (S 10-.40) Blbts. .50 Pkg.

**KING LEAR** (470) (Palmer) (Early) A ruffled luxurious reddish purple bordered with a fine silver line on edge of petals. Excellent grower. Except that it is loosely attached, it has the qualities which make a fine glad. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**LADY JANE** (406) (Lake) (Midseason) A lovely cream with yellow lip petals that is a first class commercial. Opens up to eight medium sized blooms on tall straight stems. Did very well in dry weather last summer. (L 2-.25; 10-\$1.00) \$1.75) (M 10-.80) (S 10-.40) Blbts. .20 Pkg.

**LANTANA** (420) (Palmer) (Early) Lantana is a beautiful vivid color of orange-salmon, shading to a golden throat; a flower that has instant color appeal and is a fine performer. Like Autumn Gold, it is short, but its other fine qualities are sure to make it a leading early cut flower variety. Very prolific. (L 1-.20; 10-\$1.75) (M 10-.80) (S 10-.40) Blbts. .20 Pkg.

**LAVENDER AND GOLD** (366) (Baerman) Very Early) The longer you know Lavender and Gold, the more you appreciate its pastel daintiness. Anyone who likes the medium decoratives will certainly like this one. Open 5-7 frilled, yellow-throated lavender blooms on a tall, wiry, straight stem. Good grower and propagator. Excellent commercial. The best early lavender. (L 1-.20; 10-\$1.50) (M 10-\$1.00) (S 10-.75) Blbts. .30 Pkg.

**LAVENDER PRINCE** (466) (La Salle) (Midseason) The personality of Lavender Prince is similar to that of King Arthur of which it is a seedling. It is larger, taller and more husky but not as refined as the older favorite. One of the best lavenders of recent years and a welcome addition to an otherwise weak color. (L .75; 10-\$6.00) (M .50; 10-\$4.00) (S .35; 10-\$2.80) Blbts. 10-.75; 100-\$6.00.

**LEADING LADY** (506) (Johnston) (Midseason) When well grown, words do not describe the lavish splendor of this stalwart cream. One of the most popular varieties grown and deserves its ranking. A virus got into our stock of Leading Lady so we discarded every bit of it. Have acquired a healthy strain to assure you some beautiful tall Leading Lady again. (L 1-.40; 10-\$3.20) (M 1-.20; 10-\$2.00) S 2-.30; 10-\$1.20) Blbts. 10-.40; 100-\$2.50.

**LEGEND** (440) (Fischer) (Midseason) Broad massive Legend was one of the highlights of the season last summer. We cut quantities of it for the florist. It was probably our best cutter of the season; however, it doesn't relish cold weather which causes its color to fade. This tall warm light pink has a happy trait of producing better flowers from No. 5's than many do from No. 1's. One of the best sellers in our catalogue and should be in every garden. Among the lowest in price this year. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

"Gleam bloomed today and it is wonderful. I think it is one of the finest glads I have seen. Showed it to a few glad fans and sold all the bulbs I have at \$2.00 each."—Wendell Heaton, Nebr.

**LEONA** (462) (Pruitt) (Late) One of the best deep rose reds on the market; tall, straight, and wiry stemmed—qualities which make it a good cutter. Especially adept for late cutting. We had some nice ones just before frost. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**LIBERATOR** (436) (Baerman) (Midseason) One of the most richly colored and most stylishly formed scarlets. The blooms are as precisely formed as if they were finely moulded and shaped. However, in wet weather the color peels. (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**MARGARET BEATON** (401) (Twomey) (Midseason) A rich milky white with a tiny spark of vermillion deep in the throat. Reminds one of those beautiful white phlox with a pink eye. Spikes are tall and free from crooking. Takes its place in the gladiolus hall of fame. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**MARGARET FULTON** (332) (Ogrodnichuk) (Early) Recommended as one of the best all-around glads. Rich salmon cutflower of distinctive clean-cut form. A good old standby and the most reliable of all varieties. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 Pkg.

**MEMORY OF HINDENBURG** (550) (Pfitzer) (Midseason) A distinctly worthwhile variety and one we have used a lot for cutting. Beautiful color and fine tall grower. Rather loosely attached. (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

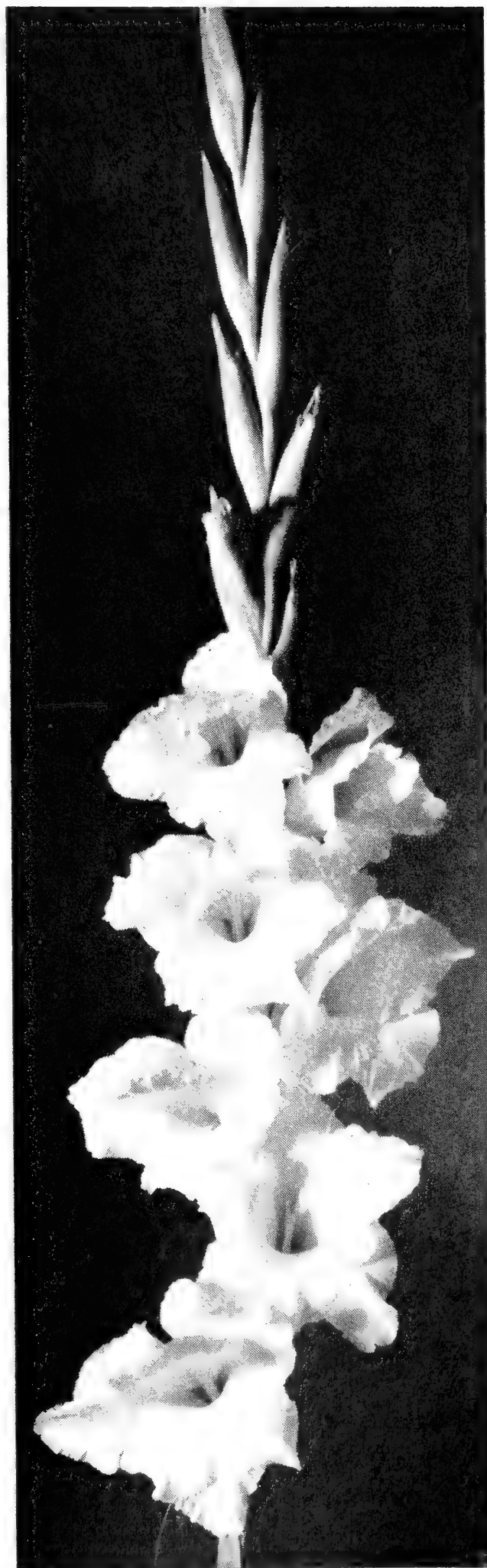
**MILFORD** (476) (Rides) (Midseason) The tallest and huskiest of all the blues but more or less at the bottom of the scale for color. Very large light violet with deeper throat markings. Sometimes not very attractively colored on reverse side of petals. To illustrate how finicky glads are sometimes, a planting of Milford on nice black loam didn't show up well, while other varieties next to it were excellent, and then a later planting on clay loam was wonderful! The clay supplied some element this variety needed that was lacking in the black loam. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**MISS VERMONT** (566) (Hatch) (Early Midseason) A delicate ruffled pale lavender that doesn't seem to be quite vigorous enough—at least in our experience. Makes poor bulbs. (L 1-\$1.50) (M 1-\$1.00) (S 1-.50) Blbts. 2-.25; 10-\$1.00.

**MISS WISCONSIN** (460) (Krueger) (Midseason) A newcomer in the rose class that is winning its way. A medium rose that opens about 6 5½ inch florets on tall spikes. An excellent show variety but a slow propagator. L 1-.80; 10-\$6.00) Blbts. 10-.80; 100-\$6.40.

**MISTY DAWN** (580) (Rich) (Midseason) Appropriately named since the brilliant throat blotch remains one of the sun rising through the mists of a foggy morning. The large soft gray smoky florets are well arranged on substantial spike. A leading smoky and one that has done well for us. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**MRS. MARK'S MEMORY** (570) (Pfitzer) (Midseason) This tall exhibition sized deep rose or medium purple has done well for us. Distinctively colored. Vigorous. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 Pkg.



LAVENDER AND GOLD

"I want some Gratitude and would like some information on the 3 spike ruffled white seedling (614-41 illustrated inside back cover) you had at Ames, Iowa. I thought that was tops and hope to grow it. I have some of your introductions and Gleam is the best glad I have."—M. J. Hegarty, Nebraska.





SPOTLIGHT

**MYRTH.** We dug a grave for Myrth this year—erstwhile my favorite glad—Foliage turned yellow, spikes with 6 to 10 buds, etc. Virus evidently took its toll. If anyone still has it with 4½ to 5 foot spikes, please let me know. I would like to know if there still is a remnant left of the original calibre.

**ORANGE GOLD** (422) (Marshall) (Early Midseason) Orange Gold won our immediate approval last summer. We rank it among the half dozen best new varieties. It has an unusual rich striking orange gold color that is so satisfying, especially at a distance. Color is not so fine grained close up or on reverse of petal, but it is one of the tallest in the field and opens 6 wide florets at a time. Robust. Prolific even from large bulbs. (L 1-\$1.50; 10-\$12.00) (M 1-\$1.00; 10-\$8.00) (S 1-.50; 10-\$4.00) Blbts. 1-.15; 10-\$1.20.

**ORIENTAL PEARL** (506) Carlson) (Midseason) A much heralded giant cream. As for me, I'll take 'em wrapped in smaller packages with some frills on! (L \$5.00) Blbts. 1-.50; 10-\$4.00.

**PARNASSUS** (470) (Ristow) (Midseason) Very pleasing shade of rich purple that is proving to be a good commercial. Produces many fine spikes hailed with a cheer by the florists. The large, round florets have a white line in the throat. Run-away propagator. Plant is of medium height. (M 10-.40) (S 10-.25) Blbts. .20 Pkg.

**PAUL REVERE** (462) Baerman) (Early Midseason) A glossy, velvety rose red that is wonderfully rich and unusual in color. Opens 4 or 5 blooms on fairly tall spikes but with rather short flowerheads. Good grower, medium decorative in size, and informal in arrangement. Truly a color marvel. Way down in price this year as we have a large stock. L 1-.20; 10-\$1.20) (M 10-.80) (S 10-.40) Blbts. .25 Pkg.

**PICARDY**—Our Picardy landed on the same discard heap with Beacon. Short. A five-footer 2 years ago.

**PIONEER** (532) (La Salle) (Midseason) A large deep vivid salmon blending to a deep cream or light yellow throat. Opens a goodly number on tall straight spikes. In our experience Pioneer has more refinement than Cover Girl, both by the same originator. Slow propagator. (L 1-\$1.00) (S 1-.50; 10-\$4.00) Blbts. 2-.25; 10-\$1.00.

**POET'S DREAM** (366) (Fischer) (Midseason) In Poet's Dream we have a contender for the most beautiful lavender. Its 4½-inch florets are handsomely ruffled, heavy textured, round in shape, and precisely set on tall, strong stems. It is a melody of color; the clear light lavender blends into a clean, creamy throat. Flowerheads are a bit too short for a perfectly proportioned spike (24-26 in.) and the florets lose their color as they bloom up the stem. Probably best classified in the 300 size group though it will be grown to the 400 size just as often. An excellent teammate with Lavender and Gold; larger but not as early. My favorite lavender except for Wedgewood, our current introduction. Ideal for makeup work. We thought we were in a new world as we cut Poet's Dream for market. We made up some bouquets that were a Poet's Dream indeed. Very prolific and an excellent grower in the field. Heartily recommended. Fifty years ahead of Lavender Ruffles- (L or M 1-\$1.00; 10-\$8.00) (S 1-.75; 10-\$6.00) Blbts. 2-.25; 10-\$1.00.

"I received my order from you yesterday, the quality was very good and beyond all doubt healthy stock. Especially I want to thank you for the generous overcount. Good luck for a joyous and prosperous season among your glads."—Dale Atkins, Ill.



**PURPLE SUPREME** (470) (Wilson) (Early Midseason) A tall clear purple that has been winning its way into the commercial field. An excellent basket flower because of its long flowerheads. Beautiful color. Color peeled during wet weather. (L .20; 10-\$1.75) (M 2-.25; 10-\$1.00) (S 10-.50) Blbts. .25 Pkg.

**RED CHARM** (452) (Butt) (Early Midseason) A charm of red, indeed, and a very important variety. Opens a generous number of bright, round, well placed florets on tall, willowy spikes. Destined to be a must-have in every one's garden. I am partial to Red Charm. (L 1-.15; 10-\$1.00) (M 10-.70) (S 10-.35) Blbts. .25 Pkg.

**ROSA VAN LIMA** (440) (Pfitzer) (Early Midseason) An extra fine commercial light pink. Very uniform and dependable in habit. Excellent grower. Beautiful color. Probably the number one commercial in our fields. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 pkg.

**ROSE DELIGHT** (462) (Jack) (Early) A light rose seedling of Early Rose that has all the qualities of a good cut flower. Paler than Early Rose. Most people prefer the color. Slender, stiff, wiry stems. We cut thousands of nice spikes of this first class commercial for the florists last summer. Good-bye Early Rose. Recommended whole-heartedly. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

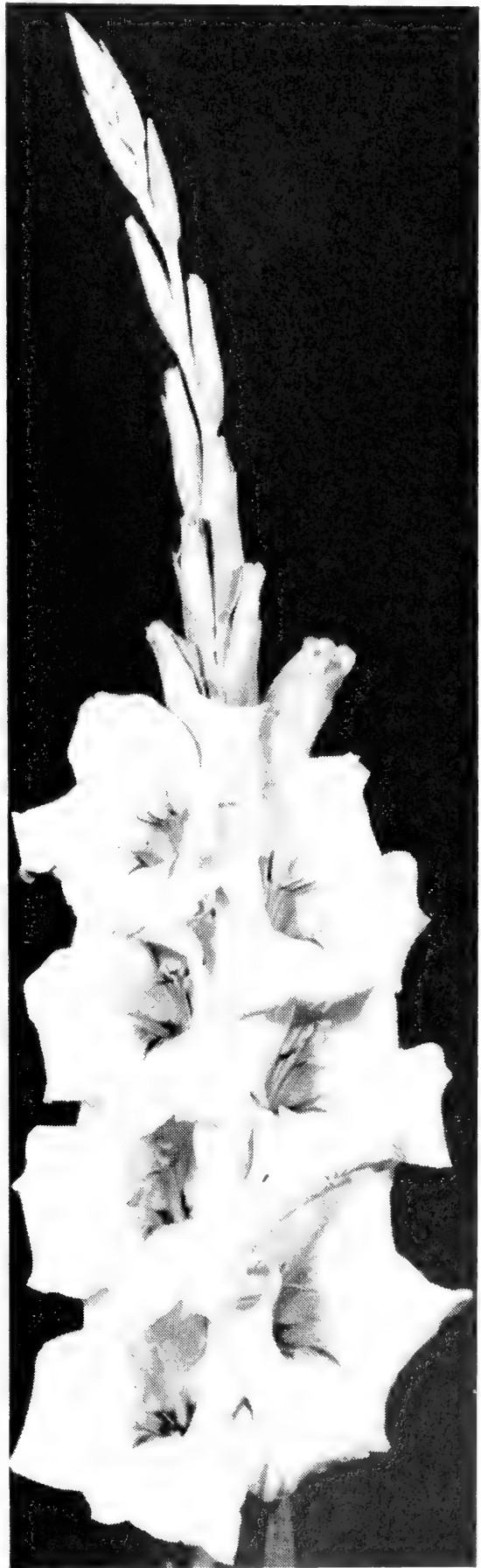
**ROSE GEM** (362) (Fischer) (Early) Rose Gem is a euphony of color and style. Three to five waxy, distinctly blotched  $3\frac{1}{2}$ -inch florets are gracefully arranged on slender stems. A refreshing medium rose with a large sharp cream blotch. A vigorous grower and a runaway propagator. Burns in hot weather. Fragrant. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**ROSE O' DAY** (566) (Fischer) (Early Midseason) Rose O'Day is distinctive in color, massive in size, and robust in growth. It opens ten large rosy lavender florets in a formal double row arrangement on tall arrow-like spikes. Plants are especially robust and make excellent growth from bulblets. We had a profusion of nice spikes of this unusual colored glad last summer. Note the husky foliage of Rose O'Day in the picture on the back cover. These were 5's and 6's. (L 1-.75; 10-6.00) (M .50; 10-4.00) (S .35; 10-2.80) Blbts. 5-.25; 10-.40.

**ROSY LIGHT** (460) (Jack) (Midseason) Similar to Rose Delight and Astrid, all by the same originator. (L \$3.00) Blbts. 1-.30; 10-\$2.50.

**ROSY MORN** (442) (Riley) (Early Midseason) Rosy Morn is a shimmering clear coral pink with a large white throat that won a place as a cut flower in our gardens last summer. Did well under adverse conditions. Unusually round in form. Brilliant color. Similar to Beacon and Valor. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

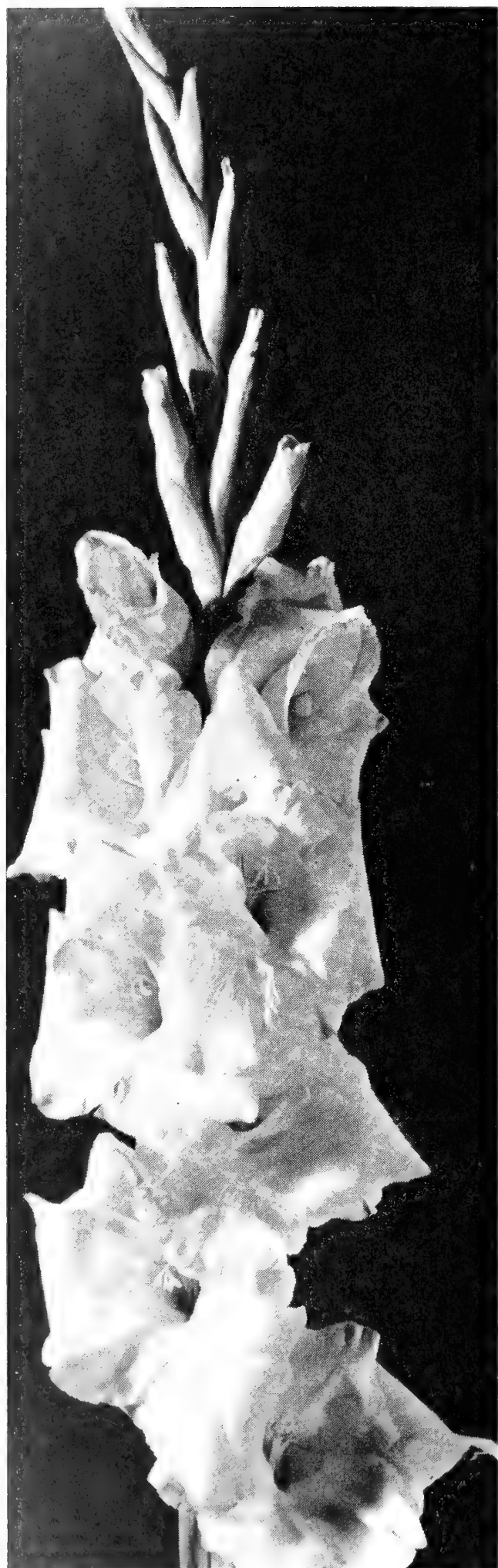
**RUFFLED BEAUTY** (410) (Prestgard) (Midseason) Light yellow of unusual personality and ruffling. Opens several blooms on a medium length stem. Lovely for floral pieces. Our leading cut-flower yellow during midseason. Slightly mixed with Bagdad. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 pkg.



ROSE O'DAY

"Received order of bulbs from you today and I was surprised as well as pleased. I want to thank you for so generous count of all varieties ordered. I especially want to thank you for the bulb of Myrth. I received a far better deal than I expected and I shall certainly remember you with an order next year."—Dewey L. Sleezer, Wis.

"There are two of your seedlings that stood out in my mind very well. Of these the first was a small lavender (Wedgewood) that really was a honey if it only grew larger. The other was the ruffled white 614-41." (To be introduced next year.)—Dr. F. X. Graff, Ill.



LEGEND

**SILVER WINGS** (500) (Ritsima) (Midseason) Another creamy sport of Picardy that is supposed to be an improvement over Leading Lady. They are very similar. Probably a little whiter with heavier substance. We had some exceptionally fine spikes that really won our hearts to this extremely popular variety. (L 2.50) (M 2.00) (S 1.00) Blbts. 1-.25; 10-2.00.

**SNOW PRINCESS** (400) (Pfitzer) (Early Mid-season) A creamy white with five or six 5-inch blooms open at a time. Tall straight spikes. Very reliable. An excellent bulb maker. Small or even medium bulbs planted late tend to go to bulb rather than to flower. Plant small sizes early, for cutting. Very prolific. Our leading commercial white. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**SPOTLIGHT** (Yellow) (410) (Palmer) (Early) Clear medium yellow with a trickle of scarlet at the base of the throat petals. Florets are large, round, and full; well arranged on very tall spikes. Propagates like Corona, and will likely be as widely grown. Strikingly different! (L 1.50; 10-12.00) (M 1.00; 10-8.00) (S .60; 10-4.80)

**STOPLIGHT** (Red) (452) (Lins) (Midseason) A stopper indeed! Has a rich, silky luster, a brilliant color, and tall handsome spikes, but the prettily ruffled florets are a trifle small and far apart. Notwithstanding, it is an excellent variety. More and more we have come to believe that excellent propagating qualities are a necessary factor in a glad. Stoplight is one of the most prolific glads grown. Performed unusually well for us last summer. Vigorous. One of the best from the brush of the able hybridizer, E. H. Lins. (L .15; 10-1.00) (M 10-.50) (S 10-.35) Blbts. .20 pkg.

**SURFSIDE** (400) (Winsor) (Midseason) Tall ruffled white with slight pencil markings in throat. This vigorous grower was one of our favorite commercial whites this year. Blooms freely from small sizes. Strongly recommended for commercial and exhibition use. (L 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**SUSQUEHANNA** (416) (Herridge) (Midseason) Clear peach buff with creamy throat. Opens 6-8 five-inch florets on tall straight stems. A good outflower. Recommended. (L .20; 10-\$1.50) (M 10-.80) (S 10-.40) Blbts. .30 Pkg.

**SWEETHEART** (340) (Prestgard) (Early) Waxy frilled pure pink blending to a large snow-white throat. Extremely early. Exquisitely fresh colored. Need lots of water. (L 10-.65) (M 10-.35) (S 10-.25) Blbts. .20 pkg.

**TROCADERO** (422) (Lins) (Midseason) Tall, robust Trocadero was one of the very best new varieties to bloom last season. The plants were dreamlike in their stately splendor. One of the spikes is illustrated on page 19. Trocadero is unusual not only in growth but also in color. This (Picardy X Aflame) X Pfitzer's Triumph cross is a paler Pfitzer's Triumph which was a color marvel of its day. It is a rich salmon orange or a pale carrot color. Very unusual. Propagates well from large bulbs. We are enthusiastic about Trocadero. (L 2.00) (M 1.50) (S .75) Blbts. 10-2.00.

**TRUELOVE** (440) (Klein) (Early) A clear somewhat ruffled shell pink. Beautiful in color and form. Good grower; prolific. Has the earmarks of a good commercial. A "Truelove" with us. (L 1.50) (M 1.00) (S .60) Blbts. 2-.25; 10-1.00.

"What a glad you had at the Cortland Show, grown by Al Moses. That blue lavender and cream! Wedgewood would be a good name if available." (We named it Wedgewood.)—Jim Odell, Mass.

**VALERIA** (436) (Pruitt) (Early) We had perfectly magnificent Valeria last summer. Many of them were show spikes. It is very tall, a pleasing shade of scarlet, and builds a substantial spike. Bulblets are often difficult to germinate. A universal favorite. Very popular. A first class cutter. No shorts. (L 3-.25 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**VALOR** (432) (Baerman) (Midseason) Similar to Beacon though more of a salmon shade. Blooms freely from small bulbs. Does well late in the fall. (L 10-.50) (M 10-.35) (S 10-.20) Blbts. .15 pkg.

**VANGOLD** (312) (Van Voorhis) (Early) A deep golden yellow that has won its way along. Opens about 6 5-inch blooms slightly waved on tall willowy spikes. In great demand. (L-.75) (M .50) (S .35) Blbts. 5-.25; 100-3.00.

**VARIATION** (340) (Krueger) (Early Midseason) A pleasing shade of cool pink. Very plain in form. I'm on the fence as to the true commercial value of this one. Had some shorts; some were nice and tall. Florets are well attached. Try it—see what you get. (L 3-.25; 10-.75) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**WANDA** (406) (Snyder) (Midseason) A cream sport of Picardy that is fast becoming popular as a cutflower. Not as refined as Leading Lady or Silver Wings, but an excellent cutflower. Vigorous and prolific. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**WEDGEWOOD** (366) (Fischer) (Midseason) See page 2.

**WHITE GOLD** (506) (Scheer) (Midseason) Tall, vigorous cream with 4-6" massive blooms on a straight stem. Has received much popularity since its introduction. Excellent growing habits. Not so fond of it myself. (L .15; 10-1.00) (M 10-.60) (S 10-.35) Blbts. .20 pkg.

**WINGS OF SONG** (442) (Ellis) (Midseason) An exceptionally fine rose salmon sometimes bordered with blue at the edges. Tall, with many open. Recipient of numerous awards. One of the leading cut flowers with us this year, taking its place with Margaret Fulton, Snow Princess, Surfside, Corona, Arethusa, Rosa van Lima, Rose Delight, Legend, etc. Does well every year. (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**WHITE FANTASY** (400) (La Salle) (Early) An early ruffled creamy white. Of merit as an early cut flower. Florets have more style than Snow Princess, but it burns quite easily in hot weather, we have found. (L 3-.25; 10-.70) (M-.10) (S-10-.25) Blbts. .20 pkg.

**YELLOW PARADISE** (410) (Canine) (Midseason) A color sport of Paradise that should go as a commercial. Not a cream but a clear light yellow. Rather plain in form but a good cutter. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**275-41** (340) (Fischer) (Midseason) For description see page 5 among seedlings currently offered. (L 3-.25; 10-.70) (M 10-.40) (S 10-.25) Blbts. .20 pkg.

**MIXTURE**—Rainbow colors. (L 10-.40) (M 10-.30) (S 10-.20)

"We have liked Rose O'Day. It has increased so well, and there are so many good bulblets on it that we likely will have a good stock in another year."—C. C. Marshall, Canada.

"Poet's Dream, Gleam, Rose O'Day and Gratitude seem to be winning their way for brand new releases."—Jim O'dell, Mass.



**TROCADERO**

UNBLOOMED SEEDLINGS

Again we saved the bulblets from our unbloomed seedlings and planted them. They came from such parents as Rose O' Day, Elizabeth the Queen, Red Charm, Legend, King Lear, White Gold, Melrose, Athlone, etc., as well as choice seedlings. Bulblets were from the lot from which we made our 1946 selections.—These unbloomed seedlings were enthusiastically received last year. For your enjoyment:

Sizes 4's, 5's and 6's. Mixed sizes 10-\$0.30; 100-\$2.50; 1000-\$20.

BLOOMED SEEDLINGS

From the 10 to 15 thousand seedlings we bloomed this year (each bulb different), we saved about 350 for further trial and selection. Many judges would have saved some we didn't. Many fans were wild about some we didn't save because we thought we had better ones. We are offering these for your perusal. Bulbs from parents such as Rose O' Day, Elizabeth the Queen, White Gold, Van Gold, Red Charm, Black Diamond, King Lear, Arethusa, etc., as well as our choicest seedlings. Each one different.

High crowned jumbos 10-\$1.00. Wholesale 100-\$7.00; 1000-\$60.

COLLECTIONS

NO. 1

Daisy Mae 1 L                      Gleam 1 L                      Gratitude 1 L                      Spotlight (yellow) 1 L  
\$6.00 Value for \$4.50

NO. 2

Abu Hassan 1 L                      Lav. Prince 1 L                      Poet's Dream 1 L  
Hawkeye Red 1 L                      Miss Wisconsin 1 L                      Rose O'Day 1 L  
\$4.45 Value for \$3.75

NO. 3

All Large Bulbs of the Following:

8 Arethusa	7 Rose Gem	4 Discovery	8 Legend
8 Autumn Gold	8 Centennial	3 Lantana	4 Paul Revere
4 Badger Beauty	8 China Maid	4 Lav. and Gold	4 Susquehanna

Entire Collection (Plus 1 Large Rose O'Day Gratis)  
for \$5.00 Any 5 Items \$2.50.

CLASSIFICATION NOTE

The number after the name of the variety denotes the classification number as they are classified in our gladiolus shows at the present time. They are classified in five sizes as follows:

Miniature Glads -----100—Florets under 2½"  
Small Glads -----200—2½" through 3¼"  
Medium Glads -----300—3¼" through 4¾"  
Large Glads -----400—4½" through 5¾"  
Giant Glads-----500—5½" or larger

For instance, turn to page 9, Abu Hassan is the first variety described, and whose number is 378. The 300 means it has a floret size from 3¼" through 4¾" and the 78 designates it a deep violet. Hence the numbers right after the name tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

COLOR CLASSES

Class	
00 White	00 without conspicuous marking
White	01 with conspicuous marking
Cream	06
10 Yellow	10 (Light)
Yellow	12 (Deep)
Buff	16

Class

20 Orange	20 (Light)
Orange	22 (Deep)
Orange	24 (Red Orange)
30 Salmon	30 (Light)
Salmon	32 (Deep)
Scarlet	36
40 Pink	40 (Light) without markings
Pink	41 (Light) with c. markings
Pink	42 (Deep)
50 Red	50 (Light))
Red	52 (Deep)
Red	54 (Black)
60 Rose	60 (Light)
Rose	62 (Deep)
Lavender	66
70 Purple	70
Violet	76 (Light)
Violet	78 (Deep)

80 Smoky shades

Smoky	82 (Orange Smoky)
Smoky	83 (Salmon Smoky)
Smoky	84 (Pink Smoky)
Smoky	85 (Red Smoky)
Smoky	86 (Lavender Smoky)

90 Any other color.



## Gladiolus Origins

Our popular and colorful group of large-flowering gladiolus is a distinctly modern development. But, in order to trace its development from the beginning, we must delve into the dim past.

Some of the members of this diverse group of "Sword Lilies" had their homes in the very cradle of civilization; Mesopotamia. From here they extended into the Mediterranean region and on into southern Europe. Thus the gladiolus was well known to the people of Rome, Greece and the Holy Land, and very probably were the "Lilies of the Field" referred to in the Bible. The main center of origin, however, was South Africa, as is the case with so many of our other finer cultivated plants.

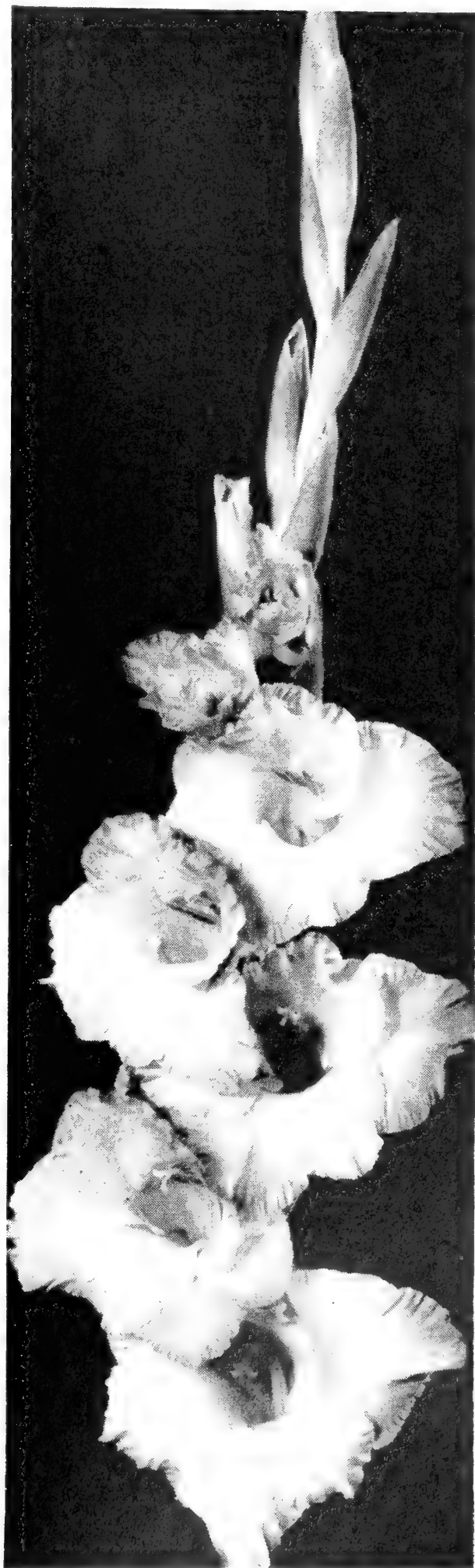
There are 150 or more species of Gladiolus known of which 15 are native of Europe and Asia. All the rest belong to Africa, and especially to South Africa where there are few localities, indeed, without one or more of this lovely genus to beautify the country side. In the south coastal regions they grow on mountains, hills or plains. More rarely will you find them in swampy places, or among the moss and fern within reach of a waterfall's spray. Some are even found on rocky cliffs against which the seawaves beat. They penetrate inland to a locality where one species with edible corms grows numerous. In some parts there is always one species if not more in flower during every month of the year.

What a goodly heritage it is that has come down to us from the long past ages! Think of the different domestic kinds you know and try to realize how great a variety there is in his genus. Some are robust plants standing six feet high, with broad strongly ribbed leaves; others are so delicate looking and slender that you often wonder how they can live. Between these two extremes there is every possible gradation you can imagine. Some species even have an added quality—that of scent.

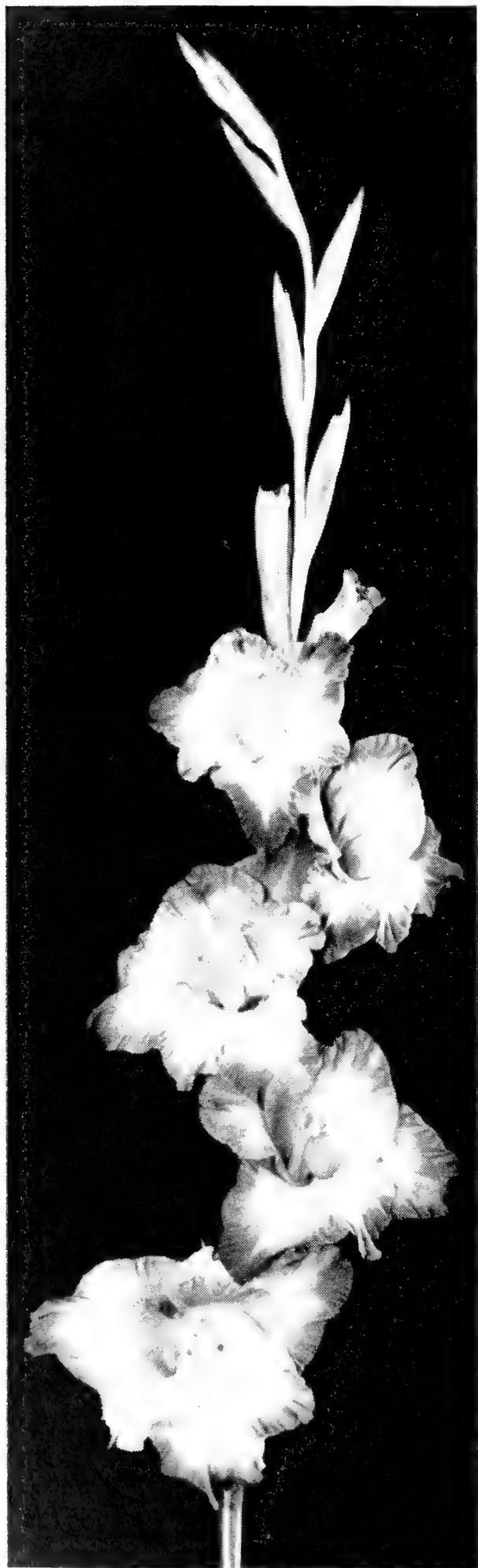
The botany of this section of the Iris family is very confused and probably more so with the gladiolus than other forms, for the gladiolus is, apparently, the meeting ground of several related genera. Some are so closely related to the *Watsonia* that they have been crossed with them. However, we do not need to trouble our heads as to what constitutes a Gladiolus since even the experts do not agree.

The ancestors of our garden gladiolus came from the mild coastal region of southern Africa as previously mentioned. These may be divided into two main groups; those of the western coast, centering around Cape of Good Hope, and those of the east coast, centering around Natal.

Let us examine those on the western coast, first and the environs from whence they came. The winter storms from the west bring to the region around Cape Town a climate much like that of California, with a mild moist winter of luxuriant vegetation and a brilliant spring flowering season, when all the plants bloom at once in one gorgeous display of intense coloring. The southeast monsoons of summer leave this coast dry and parched. So the lowland vegetation makes its growth during the mild cool winters and the gladiolus from this region are for the most part, quick-growing and early flowering. They have short curved, wiry stems, each supporting a few dainty blooms. Their stems bend easily in the wind thus protecting both flowers and stalks from damage more effectively than would a stronger stem. Many of these have bright colored flowers of many forms some of which are ruffled. Others have bright spots on the lower petals, and are called Painted Ladies by small boys of South Africa. Transplanted and taken to distant shores, all of the Cape forms thrive in the mild climate of England and southern Europe and were easily hybridized, giving rise to a group of fall-planted, spring flowering varieties, useful for bedding and for forcing early cutflowers in greenhouses. But



POET'S DREAM



ROSE GEM

these are not adapted to northeastern U. S. They are popular in California to which climate they are suited and are there known as Baby Gladiolus.

The progenitors of our modern gladiolus as we know them are found on the east coast in the vicinity of Natal. The eastern coast which is partially protected, gets most of its rainfall in summer showers from the southeastern Monsoons coming in from the Indian Ocean. Thus the growing season of the gladiolus of the eastern region is the warm, moist summer, the drier winters being the rest period. The long, warm growing season is conducive to slower growth, late flowering and large size of plant. Consequently, many of the gladiolus from there are tall, vigorous growers. When these forms were crossed with one another and with the early blooming sorts, they gave rise to our modern race of large summer-flowering varieties.

Two of the summer flowering species used were *Gladiolus psittacinus*, a very homely red and yellow spotted affair and *Gladiolus oppositiflorus* or opposite flowered gladiolus. The opposite flowered gladiolus is tall, growing often four or five feet high with long spikes with as many as 40 florets. The pink tinted, white flowered varieties get their coloring mostly from this species and both the tendency toward dark lines in the throat and toward erect, pointed-petalled flowers may be traced to it. Among our modern named varieties the opposite floweredness of Dream O' Beauty is traced to this species. The third gladiolus which contributed much to the advancement of modern gladiolus is *Gladiolus purpureo-auratus* or purple-spotted gladiolus. The blotched varieties are derived from this species.

"But from whence come the so-called 'blues' as Blue Beauty and Ave Maria?" you ask, "When there is nothing in the species group that approximates this color."

The purple spotted species was crossed with another species, the *Gladiolus papilio*, or the Butterfly gladiolus. After many generations of hybridizing our "blues" and rich purples evolved. That the "blues" and the purples are related is proved by the fact that in crossing a "blue" with a "blue" a large percentage of purples result.

In all gladiolus breeding the most important species used was *Gladiolus primulinus* or the Maid of the Mist of Victoria Falls, South Africa. It is a small, hooded, primrose yellow flower. This species has given delicate coloring, slender grace, productiveness, heat resistance, vigor, large and well spaced florets on tall spikes to our modern gladiolus. Usually the florets are a trifle hooded. We can be eternally grateful to this bountiful species for giving us such a fine variety as Picardy.

The species *G. Saundersii* and *Cruentus* have also contributed to the gladiolus.

*G. primulinus* has also given earliness to our modern blood line. Our earliest current varieties such as Early Gold, Arethusa, Babs, Brightside, Lavender and Gold, Starlet and Goldstaub resemble the species in color or form or both.

The following is a brief descriptive summary of the appearance of each of these wild glads (all from South Africa):

*Psittacinus* — scarlet with yellow throat, opening 8 small blooms.

*Oppositiflorus*—white sometimes tinted pink, 6 ft. tall, 40 buds, opposite flowering.

*Purpureo-auratus* — light yellow with purple blotch, small flowered.

*Papilio*—lavender with yellow throat, small flowered.

*Saundersii*—scarlet with white throat, large wide open flowers.

*Cruentus*—blood red with white throat, large, round flowers.

*Primulinus* — light yellow with small hooded blooms and wiry stem.

Looking back, we can trace all our modern red glads to *psittacinus*, *saundersii* and *cruentus*; all our whites to *oppositiflorus*, all our blotched to

purpureo-auratus; all our yellow to primulinus and purpureo-auratus and all our lavender and violet to papilio. Yet all of our modern glads contain the blood of their ancestry. Thus height of plant, any color, may be traced to oppositiflorus; large number of buds also to oppositiflorus; grace and stretchiness of flowerhead to primulinus; size of bloom, to saundersii and cruentus; the much desired roundness of flower principally to cruentus. Each of the species has contributed some valuable quality to almost any modern glad you might name.

From the four corners of the earth have come the contributions to our modern gladiolus of today. The following is a brief tabulation:

1. Lemoine—France—much of the early work in gladiolus breeding—noted for blotched varieties.
2. Kelway—England—strength and vigor.
3. Pfitzer—Germany—"blue" glads.
4. Errey—Australia—size.
5. Kundred & Prestgard—U. S. A.—ruffledness.
6. Palmer—Canada—the variety Picardy, the progenitor of many of our new modern glads.

In our great land of surpluses and plenty, the

plant breeders of our beloved United States are now in the lead.

Picardy, introduced in 1931, has parented as many fine flowers in glads as Man O'War has done in race horses. It was the salmon Picardy that threw the national spotlight of garden interest on the gladiolus. It was Picardy that helped make the gladiolus our national flower.

The first gladiolus were brought to America before the Revolutionary War, but it wasn't until after the Civil War that interest grew and hybridizing was begun. At the Centennial Exposition in Philadelphia in 1877 over 400 varieties of gladiolus were exhibited. Present day gladiolus are the result of the selection of a very few from countless millions of seedlings, probably. One would scarcely believe that our present varieties came from such insignificant plants. Viewing a grand-champion bloom at a flower show one would believe the evolution has reached its zenith, but modern hybridizers feel they have just begun. One stands in awe to think of what the future has in store for us, what new colors, as a real blue for instance; or what new forms, some like cups, some like saucers, some double like a rose, some like butterflies, or some like orchids. Mind probably hasn't even conceived of the gladiolus of the future!



*Centerpiece Arrangement*



WHOLESALE PRICE LIST—NOT PREPAID

Prices indicated are F.O.B., St. Charles, Minnesota. Twenty or more bulbs of the same size and variety will be sold at the 100 rate. 250 or more of the same size and variety will be sold at the 1000 rate. All stock subject to prior sale. C indicates price per hundred; M indicates price per thousand.

								BULBLETS (Dry Measure)		
		1	2	3	4	5	6	½ Pt.	Qt.	Pk.
ALGONQUIN	C	-----	-----	-----	3.00	2.00	1.60	1.00	3.00	22.00
	M	-----	-----	-----	-----	16.00	12.00	-----	-----	-----
ARETHUSA	C	-----	-----	-----	3.50	3.00	2.50	2.00	8.00	60.00
	M	-----	-----	-----	-----	25.00	20.00	-----	-----	-----
AUTUMN GOLD	C	-----	5.00	4.00	3.00	2.00	1.50	1.25	4.50	30.00
	M	-----	-----	25.00	20.00	16.00	12.00	-----	Bu.	100.00
AVALON		-----	-----	-----	-----	-----	-----	.75	3.00	-----
BADGER BEAUTY	C	-----	10.00	8.50	7.50	6.00	5.00	3.50	5.00	18.00 120.00
BLUE ADMIRAL	C	-----	5.00	4.50	3.50	2.25	-----	-----	1.20	4.00 24.00
	M	-----	35.00	30.00	25.00	20.00	-----	-----	-----	-----
BLUE BEAUTY	C	-----	6.00	-----	-----	-----	2.00	1.50	1.35	5.00
	M	-----	-----	-----	-----	16.00	12.00	-----	-----	-----
BRIGHTSIDE	C	-----	-----	4.50	3.50	2.25	1.50	1.00	-----	2.00 15.00
	M	-----	-----	-----	-----	12.00	7.00	-----	-----	-----
BURMA	C	-----	-----	-----	-----	15.00	10.00	15.00	-----	-----
CENTENNIAL	C	-----	6.00	5.00	4.00	3.50	2.50	2.00	1.20	4.00
	M	-----	-----	-----	-----	-----	18.00	-----	-----	-----
CHIEF MULTANOMAH	C	-----	-----	-----	3.00	2.00	1.50	1.00	3.00	22.00
	M	-----	-----	-----	-----	15.00	10.00	-----	-----	-----
CHINA MAID	C	-----	6.00	5.00	4.00	3.20	2.50	2.00	2.50	8.00
CORONA	C	-----	-----	-----	-----	2.50	2.00	1.00	3.50 Bu.	22.00 80.00
DAISY MAE	C	-----	90.00	90.00	65.00	65.00	45.00	45.00	60.00	-----
DISCOVERY	C	-----	12.00	8.00	7.00	5.00	4.00	3.00	3.50	12.00
	M	-----	80.00	-----	-----	-----	-----	24.00	-----	-----
EARLY ROSE	C	-----	4.00	3.00	2.25	1.75	1.25	.75	-----	1.50 9.00
	M	-----	-----	-----	-----	11.00	6.00	-----	-----	-----
ELIZABETH THE QUEEN	C	-----	15.00	12.00	8.00	7.00	5.00	4.00	7.00	25.00 150.00
FIREFLY	C	-----	-----	3.50	-----	-----	1.50	1.00	-----	1.00 7.00
	M	-----	-----	-----	-----	11.00	7.00	-----	-----	-----
GARDENIA	C	-----	3.00	2.50	2.00	1.50	1.00	.75	-----	1.00 7.00
	M	-----	-----	-----	12.00	9.00	6.00	-----	-----	-----
GLEAM	C	-----	100.00	90.00	80.00	70.00	60.00	50.00	60.00	200.00
GLOAMING	C	-----	4.00	3.00	-----	-----	-----	-----	1.00	7.00
GOLDSTAUB	C	-----	4.00	3.00	2.50	2.00	1.50	1.00	-----	2.00 10.00
	M	-----	-----	-----	22.00	16.00	12.00	8.00	-----	-----
GRATITUDE	C	-----	100.00	90.00	80.00	70.00	60.00	50.00	60.00	200.00
GRETA GARBO	C	-----	5.00	4.50	3.50	2.75	2.00	1.50	1.00	4.00 28.00
	M	-----	-----	-----	-----	15.00	10.00	-----	-----	-----
HAWKEYE RED	C	-----	35.00	30.00	25.00	20.00	15.00	10.00	16.00	60.00
JUNIOR MISS	C	-----	8.00	7.00	6.00	5.00	3.50	3.00	3.00	8.00 60.00
	M	-----	-----	-----	-----	28.00	20.00	-----	-----	-----
KING LEAR	C	-----	4.00	3.00	2.50	2.00	1.50	1.00	-----	1.00 7.00
	M	-----	32.00	28.00	22.00	18.00	12.00	8.00	-----	-----
LADY JANE	C	-----	7.00	-----	4.50	4.00	3.00	2.50	1.75	6.00 45.00
	M	-----	56.00	-----	-----	-----	28.00	20.00	-----	-----

								BULBLETS (Dry Measure)		
		1	2	3	4	5	6	½ Pt.	Qt.	Pk.
LANTANA	C-----	-----	-----	-----	7.00	5.00	3.00	6.00	20.00	-----
LAVENDER & GOLD	C-----	15.00	12.00	8.00	7.00	5.00	4.00	6.00	20.00	-----
LAVENDER PRINCE	C-----	45.00	40.00	35.00	30.00	25.00	20.00	20.00	75.00	-----
LEADING LADY	C-----	25.00	20.00	16.00	14.00	10.00	8.00	22.00	75.00	-----
LEGEND	C-----	5.00	4.50	4.00	3.00	2.50	2.00	2.00	8.00	50.00
	M-----	45.00	40.00	35.00	25.00	20.00	15.00	-----	-----	-----
LIBERATOR	C-----	-----	-----	3.00	2.50	1.75	1.25	-----	1.50	10.00
	M-----	-----	-----	-----	22.00	15.00	10.00	-----	-----	-----
MARGARET FULTON	C-----	-----	-----	-----	-----	1.00	.75	---	1.00	7.00
	M-----	-----	-----	-----	-----	9.00	5.00	-----	Bu.	20.00
MEMORY OF HINDENBURG	C-----	-----	-----	3.50	2.50	2.00	1.50	1.00	4.00	25.00
	M-----	-----	-----	-----	20.00	-----	12.00	-----	-----	-----
PARNASSUS	C-----	-----	-----	2.75	2.00	1.50	1.00	-----	1.50	10.00
	M-----	-----	-----	25.00	16.00	11.00	7.00	-----	-----	-----
PAUL REVERE	C-----	8.00	7.00	6.00	5.00	4.00	3.00	3.00	10.00	-----
POET'S DREAM	C-----	80.00	70.00	65.00	60.00	50.00	40.00	40.00	150.00	-----
RED CHARM	C-----	10.00	8.00	7.00	6.00	5.00	4.00	6.00	20.00	150.00
	M-----	90.00	72.00	60.00	54.00	40.00	30.00	-----	-----	-----
ROSE GEM	C-----	4.00	3.00	2.25	1.75	1.25	.75	-----	1.50	10.00
ROSE O'DAY	C-----	45.00	40.00	35.00	30.00	25.00	20.00	30.00	100.00	-----
	M-----	-----	-----	-----	250.00	200.00	150.00	-----	-----	-----
ROSY MORN	C-----	-----	-----	-----	-----	1.50	1.00	-----	2.00	10.00
	M-----	-----	-----	-----	-----	12.00	8.00	-----	-----	-----
RUFFLED BEAUTY*	C-----	-----	-----	3.00	2.00	1.25	.75	-----	1.00	6.00
	M-----	-----	-----	-----	15.00	10.00	6.00	-----	-----	-----
SILVER WINGS	C-----	192.00	160.00	128.00	112.00	96.00	80.00	90.00	-----	-----
SNOW PRINCESS	C-----	4.00	3.50	3.00	2.50	1.75	1.25	-----	2.50	20.00
	M-----	35.00	30.00	25.00	20.00	14.00	10.00	-----	Bu.	75.00
SPOTLIGHT (Yellow)	C-----	100.00	85.00	-----	-----	-----	-----	-----	-----	-----
STOPLIGHT (Red)	-----	-----	-----	-----	-----	-----	-----	5.00	20.00	-----
SURFSIDE	C-----	5.00	-----	4.00	3.00	2.50	2.00	1.25	4.00	35.00
	M-----	45.00	-----	32.00	25.00	20.00	14.00	-----	-----	-----
SUSQUEHANNA	C-----	12.00	8.00	7.00	6.00	5.00	4.00	-----	-----	-----
	M-----	-----	-----	-----	-----	38.00	30.00	6.00	20.00	-----
SWEETHEART	C-----	4.00	3.50	3.00	2.50	-----	-----	-----	1.00	7.00
VALOR	C-----	-----	-----	2.50	2.00	-----	-----	-----	1.00	7.00
	M-----	-----	-----	22.00	16.00	-----	-----	-----	-----	-----
VULCAN	C-----	15.00	12.00	-----	7.00	5.00	4.00	6.00	20.00	-----
WHITE GOLD	C-----	7.50	6.50	5.50	4.50	3.50	3.00	4.00	12.00	-----
	M-----	-----	-----	-----	-----	30.00	25.00	-----	-----	-----
WINGS OF SONG	C-----	-----	-----	3.00	2.50	1.75	1.25	-----	2.50	15.00
	M-----	-----	-----	25.00	-----	14.00	14.00	-----	-----	-----
YELLOW PARADISE	C-----	4.00	-----	-----	-----	1.75	1.25	1.25	4.00	-----
	M-----	-----	-----	-----	-----	15.00	10.00	-----	-----	-----
MIXTURE	C-----	3.50	3.00	2.00	1.50	1.00	.60	-----	.75	4.00
	M-----	3.00	25.00	18.00	12.00	8.00	4.00	-----	Bu.	10.00
SEEDLING MIXTURE (Bloomed)	C-----	7.00—jumbos	-----	-----	-----	-----	-----	-----	-----	-----
	M-----	60.00—jumbos	-----	-----	-----	-----	-----	-----	-----	-----

\* Mixed 5 to 10% Bagdad

## *Gladiolus Culture*

**WHEN RECEIVED.** Open package of bulbs at once to admit air and store in a cool dry cellar. A vegetable or canned fruit cellar is about right but they should be aired out once in a while if the storage place is damp. Temperature should not be over forty or fifty degrees fahrenheit if possible, or lower as long as they do not freeze.

**WHEN TO PLANT.** Plant when the trees native to your locality are leafing out. Do not plant too early. The ground should be warmed up somewhat. If planted while the ground is still cold they will not bloom any sooner than if planted two or three weeks later, but in a protected place can be planted earlier than out in the open. Here in Minnesota—we start planting our early cut flowers about April 15th, bulblets the latter part of April and our late cut flowers up to July 1st. For maximum results early planting is recommended, the first two weeks in May in this locality.

**WHERE TO PLANT.** The ideal place to plant is in a garden in which there are no trees, shrubs or anything to shade them or take the moisture from the ground. If you plant in the border or beds on the lawn be careful not to put them too close to other strong growing plants. Plant in your vegetable garden.

**DEPTH TO PLANT.** Plant large bulbs 5 inches deep, medium bulbs 4, small bulbs 3, and bulblets 2. If soil is extremely sandy, plant somewhat deeper. If very heavy, somewhat more shallow.

**DISTANCE APART.** For best bloom production, set bulbs apart in row roughly about 4 times their diameter. Sow bulblets thickly, like peas. Distance between rows may be as little as will permit for your particular method of cultivating, weeding, etc. Bulblets may be planted 100 or more to the foot.

**HOW TO PLANT.** Dig a trench about 8 inches deep using the full depth and width of spading fork or shovel. Allow loose soil to fall back in trench, rake bottom of trench smooth, pulverizing lumps and your trench is about the proper depth for large bulbs. Rake in more ground for small bulbs and bulblets. Place the bulbs in the trench the proper distance apart and cover with about 2 inches of soil. At this time I sprinkle a handful of commercial fertilizer to about 10 feet of row. Fill in the rest of soil. Tramp down a bit with foot or hoe, especially if soil is dry. This aids capillary action in the soil.

**MARKERS.** I go to my local lumber yard and buy a bundle of ordinary lath. I have these planed on both sides and then saw them in 3 equal lengths. Then sharpen one end and paint the whole thing, tip and all with a flat **outdoor** paint. Ordinary soft lead pencils have proven the most satisfactory for printing the names on the stakes.

**KIND OF SOIL.** Glads will grow in most any kind of soil from light sand to heavy clay, but a sandy loam is the best. Be sure there is good drainage. Glads like lots of water, but will not stand wet feet. They do not like fresh lime. It has been found that gladiolus prefer a somewhat acid soil. Silt and sand in the composition of your soil is valuable. Avoid lime unless needed to cure a superacid condition (expressed pH 1 to pH 4). Likewise avoid, more importantly, super alkaline soils (pH 8 to pH 14). Neutral is pH 7, but pH 5 to pH 6 is what you should strive to obtain. Your nearest State Agricultural Experiment Station will test samples (a pound or two) of your soil for acidity rating. A well drained soil will have much to do with your cropping disease free bulbs, particularly if dug after a wet fall.

**PREPARATION OF THE SOIL BEFORE PLANTING.** The soil should be plowed or spaded thoroughly before planting. Thorough disking, harrowing and pulverizing of the soil is mandatory. A loose pliable seed bed is one of the big factors for successful gladiolus cultur and prize blooms.

**DISINFECTING—Disinfecting of bulbs is done for two reasons.**

**1st.** To kill thrips. Tho no reliable grower intentionally sends out bulbs with thrips on them, there is a possibility that in spite of all precautions there might be thrips eggs on the bulbs.

**2nd.** To kill any possible disease on the bulbs. As above, no reliable grower intentionally sends out diseased bulbs. A bulb may look perfectly all right, but when the husk is taken off there may be very small specks of incipient disease. Of course bulbs that are badly spotted should be destroyed.

Personally I would disinfect every bulb, no matter where it was bought, or even if it were of my own growing.

**HOW TO LABEL BULBS FOR DISINFECTING.** Put the bulbs in a cloth sack that will conveniently hold the variety you are treating. Then I write my stake that is to be my permanent marker and place it in the sack point down. Next I tie the top of



sack around top of stake. Do not allow top of stake to become immersed in the solution. Plant while bulbs are still wet.

#### WHICH DISINFECTANT TO USE:

**LYSOL.** For most amateurs Lysol is the most satisfactory. Available in any drug store. The solution is easily prepared and is not so highly poisonous. Use 4 tablespoon measures to 3 gallons or 1 pint to 25 gallons. Soak bulbs at least 3 hours and no longer than 6. Soak bulblets over night or 12 to 15 hours. Allow to drain for about 30 minutes and plant the same day. According to the manufacturer the strength of the solution is not weakened by re-use. To be on the safe side discard after 3 usings.

**NEW IMPROVED CERESAN.** For those with larger quantities New Improved Ceresan has come to be the standard dip. Formula 1 oz. N. I. Ceresan 3 teaspoons of Grasseli Spreader-Sticker, or 1 level tablespoon Dreft to 3 gal. of water. For larger quantities  $\frac{1}{2}$  lb. of N. I. Ceresan, 5 tablespoons Grasseli Spreader-Sticker, or 3 heaping tablespoons of Dreft to 25 gal. of water. Soak bulbs 15 minutes, soak bulblets 30 minutes. Let drain and plant the same day. Mix the Ceresan with spreader and wetting agent (Grasseli Spreader-Sticker or Dreft) together first until a paste is formed. Mix with wooden paddle, do not use hands as it can cause serious burns. Dissolve the paste in the water. Bulbs treated with the dissolved solution can be handled safely.

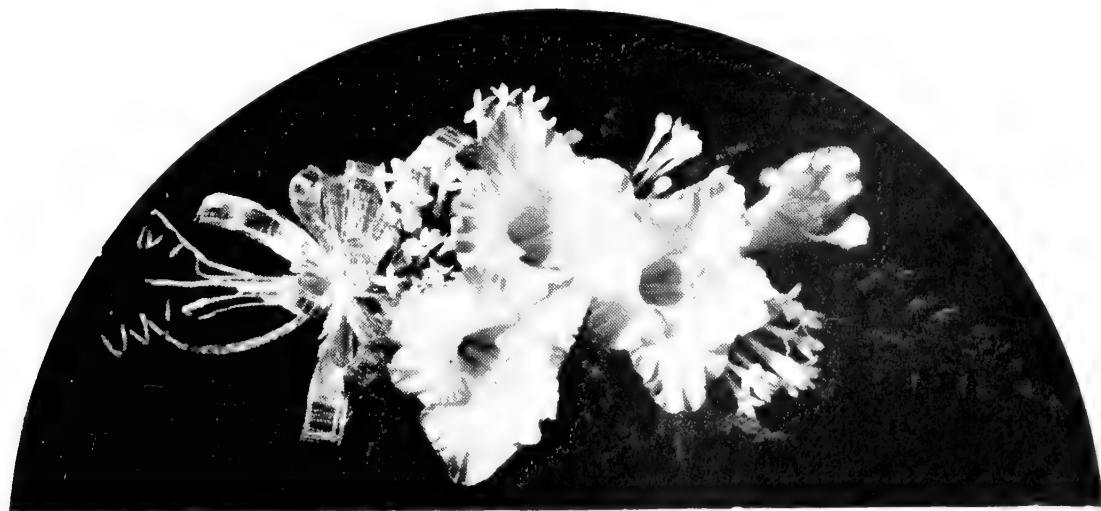
**CULTIVATING.** Work the ground well all summer. Loosen it well after heavy rains and keep a good dust mulch during dry weather. Cultivate shallowly when the roots begin to spread.

**CUTTING.** The gladiolus is essentially a cut flower. Leave as many leaves as possible: at least 4 or 5. Cut on the slant and when the first flower is beginning to open. Your bulbs will mature better if the flowers are cut.

**WATERING.** During hot dry spells a thorough watering once a week will give gratifying results. Watering just before blooming will give better flowers. Cultivate soil as soon as possible after watering.

**FERTILIZING.** Glads are not heavy feeders but will respond to generous treatment. At planting time a handful to about 10 feet of row is sprinkled over the partly covered trench. A side dressing or two before blooming is recommended. **Do not let the fertilizer touch the plant or root.** Stay 6 inches away from the plant. Work fertilizer in ground lightly. We dig a shallow trench, apply fertilizer and cover up again. Fertilize just before a rain or soak in well with hose. Any well balanced fertilizer is recommended. Any commercial brand as Vigoro or Growmore will do. I try to get one that will approximate the following formula, 6—12—8. The first number represents the percentage of nitrogen that is available. The second, phosphorous and the last is potash. Phosphorus makes for root growth, nitrogen for top growth, leaves and bloom, while potash contributes to general health, resistance to disease, etc. Most of our soils especially in the East are efficient in humus, and peat moss is a great aid in building up this lack, retaining moisture in light sandy soils and loosening up the heavy clay loams. Black loams do not need humus. Peat is especially valuable in growing choice bulblets or gladiolus seed.

**SPRAYING.** Thrips are the gladiolus worst enemy. The thrip is a small black insect about the size of a pencil mark and one-sixteenth inch long. The immature are small and yellowish. They cause small silvery patches on the foliage and flowers. If they are bad the buds do not open, turning to a dull brown. The first preventative against the thrip



*A Gladiolus Corsage*

is to disinfect the bulbs as mentioned above, before planting. If the thrips still persist, spraying is the only measure, which must be done at least once every ten days. Tartar Emetic seems to be the best spray as it is a stomach poison and contact poison as well. 2 teaspoons of Tartar Emetic, 6½ teaspoons of brown sugar or 1 tablespoon of light or dark syrup and 3 gallons of water is the proper solution.

D. D. T.

D. D. T. seems to be the real answer to the thrip problem. Growers have reported bad infestations of thrips and two dustings one week apart completely destroyed the insect. A 5% D. D. T. dust seems to be the favored application. A 5% dust applied with a small dust gun obtainable in any hardware store will do the trick for the average gardener.

**D. D. T. Dust, New Improved Ceresan, Grasseli Spreader-Sticker, Lysol, Tartar Emetic and Napthalene Flakes** may be obtained from Alfred Moses (bulb grower) Lima, New York. Send for prices.

**TOPPING.** Cut off all the spikes that have bloomed out every week or so because:  
1. Then the plant foods can go to the bulb instead. 2. Thrips congregate in the bloom.

**DIGGING.** Don't leave part of stem on bulb. Cut as close to bulb as possible. Do not pile too deep in your box. Dry the bulb as quickly as possible thus preventing diseases. Do not leave the old bulbs and roots on all winter as these harbor diseases. Clean bulbs as soon as old bulb separates easily. This is usually in about three weeks.

**STORING.** Keep in as cool and dry a place as possible, free from frost. 35 to 45 degrees is ideal.

**D. D. T. Dust**—May be put on, the bag shaken, and left for the winter.. It will do no harm to the bulbs, but be sure to wash hands immediately after handling as it is a poison. Use 1 oz. of dust to 1 bu. of bulbs.

**TO THE BEGINNER**—do not be alarmed, glads are of easy culture; these are but words to the wise!

Cut Flower Varieties We Intend to Use Next Year for Commercial Cutting			
	EARLY	MID-SEASON	LATE
WHITE and CREAM	Annamae Invictus Snow Princess White Fantasy	Corona Lady Jane Margaret Beaton Snow Princess Surfside	Lady Jane Margaret Beaton Surfside Wanda
YELLOW and ORANGE	Arethusa Brightside Goldstaub Lantana	Autumn Gold Susquehanna Ruffled Beauty Yellow Paradise	Autumn Gold Ruffled Beauty
PINK	Ethel Cave Cole Margaret Fulton Sweetheart Rosa van Lima	Avalon Greta Garbo Jeanie Legend Rosa van Lima Rosy Morn Wings of Song	Goldenheart Junior Miss Miss Alameda Rosa van Lima Wings of Song
RED	Algonquin Valeria	Memory of Hindenberg Red Charm Stoplight Valeria	Algonquin Memory of Hindenberg Red Charm Stoplight Leona
Lavender and Purple	Gloaming King Arthur Lavender and Gold Rose Delight Rose O'Day	Badger Beauty Chamouny Elizabeth the Queen Gloaming Poet's Dream King Arthur Rose Delight Parnassus Vulcan	Chamouny King Arthur Parnassus Rose Delight Vulcan
BLUE and SMOKY	Bella Donna Blue Beauty	Blue Admiral Blue Beauty Chief Multnomah Milford	Blue Admiral Blue Beauty Chief Multnomah

614-41—(White Christmas) The marvelous ruffled white, which we plan to introduce in 1948.



# NOWETA GARDENS

ST. CHARLES, MINNESOTA

Mr. \_\_\_\_\_ Date \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or St. \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amt. Enclosed \_\_\_\_\_

If We Are Out of What You Order Shall We—

( ) Refund ( ) Substitute Nearest Size ( ) Substitute Nearest Variety

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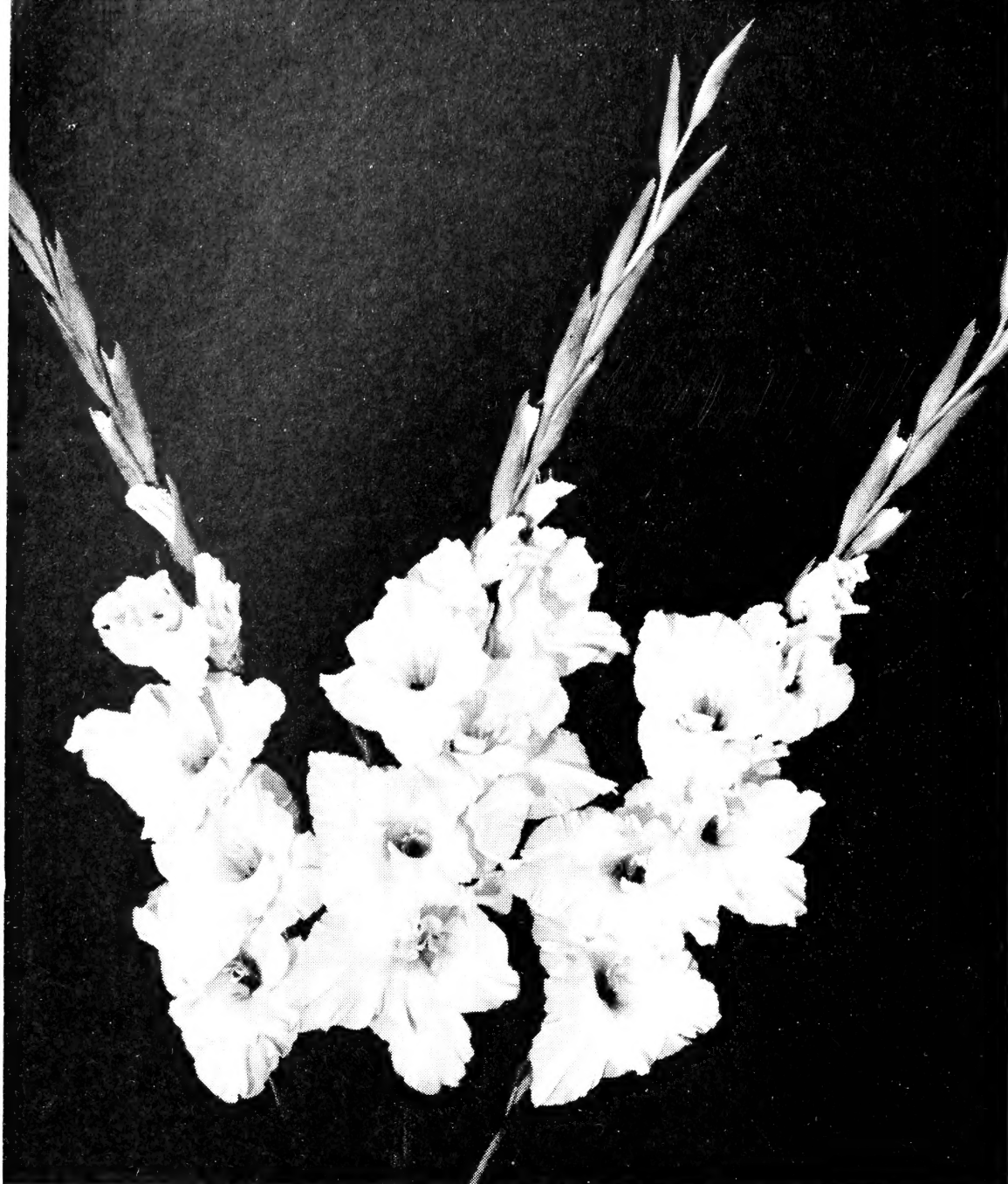
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Total Amount.....				







### *Gleam . . .*

One of the most beautiful glads in existence. One of the most vigorous also.

A glimpse of one of our patches showing the luxuriant robust growth of ROSE O'DAY from small bulbs. Yours truly standing between the Rose O'Day rows. Rows 3½ ft. apart.

